

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 27, 1985

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	32.8	28,000
2	BILL COSBY SHOW	30.1	25,860
3	FAMILY TIES	27.4	23,540
4	WORLD SERIES GAME #3(S)	25.4	21,820
5	WORLD SERIES GAME #5(S)	24.9	21,390
6	WORLD SERIES GAME #4(S)	24.8	21,300
7	WORLD SERIES GAME #6(S)	24.2	20,790
8	WORLD SERIES GAME #2(S)	23.2	19,930
9	AMER. LEAGUE CHAMP GM 7(S)	23.1	19,840
10	DALLAS	22.5	19,330
10	MURDER, SHE WROTE	22.5	19,330
12	WHO'S THE BOSS?#	22.4	19,240
13	CHEERS	22.2	19,070
14	WORLD SERIES GAME #1(S)	22.1	18,980
15	GROWING PAINS#	21.0	16,040
16	AMER. LEAGUE CHAMP GM 6(S)	20.9	17,950
16	60 MINUTES	20.9	17,950
18	KATE & ALLIE	20.8	17,870
19	DYNASTY#	20.6	17,700
20	NEWHART#	20.2	17,350
21	NFL MONDAY NIGHT FOOTBALL	20.0	17,180
22	MIAMI VICE	19.9	17,090
23	A TEAM#	19.8	17,010
23	NIGHT COURT	19.8	17,010

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	24.1	54,140
2	FAMILY TIES	21.9	49,210
3	WORLD SERIES GAME #7(S)	20.0	44,990
4	CHEERS	15.9	35,660
5	WORLD SERIES GAME #4(S)	15.6	35,030
6	WORLD SERIES GAME #6(S)	15.5	34,860
7	NBC SUNDAY NIGHT MOVIE	15.4	34,480
8	WHO'S THE BOSS?#	14.9	33,550
9	DALLAS	14.9	33,540
10	GROWING PAINS#	14.9	33,370
11	WORLD SERIES GAME #3(S)	14.6	32,790
12	KATE & ALLIE	14.3	32,050
13	WORLD SERIES GAME #2(S)	14.2	31,760
14	MURDER, SHE WROTE	14.1	31,630
15	WORLD SERIES GAME #1(S)	14.0	31,500
16	A TEAM#	14.0	31,400
17	GOLDEN GIRLS	13.8	31,040
18	WORLD SERIES GAME #5(S)	13.8	30,950
19	DYNASTY#	13.7	30,830
19	NIGHT COURT	13.7	30,830
21	MIAMI VICE	13.7	30,650
22	MOONLIGHTING#	13.5	30,300

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	26.2	23,470
2	FAMILY TIES	23.9	21,400
3	DALLAS	21.8	19,490
4	DYNASTY#	20.9	18,720
5	NEWHART#	19.9	17,830
6	MURDER, SHE WROTE	19.5	17,430
7	CHEERS	19.4	17,330
8	WORLD SERIES GAME #7(S)	19.1	17,110
9	KATE & ALLIE	18.7	16,710
10	NBC SUNDAY NIGHT MOVIE	18.6	16,690
11	KNOTS LANDING	18.1	16,230
12	NIGHT COURT	17.1	15,330
13	GOLDEN GIRLS	17.1	15,300
14	COUNTRY MUSIC AWARDS(S)	17.1	15,290
15	FALCON CREST	17.0	15,200
16	MOONLIGHTING#	16.5	14,780
16	NBC MONDAY NIGHT MOVIES	16.5	14,780

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	29.7	24,010
2	WORLD SERIES GAME #4(S)	22.8	18,410
3	WORLD SERIES GAME #6(S)	22.0	17,740
4	WORLD SERIES GAME #5(S)	21.7	17,560
5	WORLD SERIES GAME #3(S)	21.3	17,190
6	WORLD SERIES GAME #2(S)	20.7	16,700
7	AMER. LEAGUE CHAMP GM 7(S)	20.1	16,280
8	WORLD SERIES GAME #1(S)	19.6	15,860
9	NFL MONDAY NIGHT FOOTBALL	19.3	15,560
10	AMER. LEAGUE CHAMP GM 6(S)	18.2	14,720
11	NFL FOOTBALL GAME 2-NBC#	17.4	14,020
12	WORLD SERIES PRE GAME #7(S)	16.7	13,460
13	BILL COSBY SHOW	16.6	13,390
14	FAMILY TIES	15.3	12,340
15	MIAMI VICE	14.5	11,740
16	60 MINUTES	14.1	11,430
17	CHEERS	14.1	11,360
18	WORLD SERIES PRE GAME #4(S)	13.8	11,170
19	WORLD SERIES PRE GAME #2(S)	13.4	10,820
20	CBS NFL FOOTBALL GAME 1	13.4	10,810
21	DALLAS	13.3	10,720
22	NIGHT COURT	13.0	10,510
23	NBC SUNDAY NIGHT MOVIE	12.8	10,380
24	AMER. LEAGUE CHAMP PRE 7(S)	12.7	10,260

CONT'D

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 27, 1985

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	MACGYVER SPECIAL(S)	12.7	10,230
26	CBS NFL FOOTBALL GAME 2#	12.5	10,100
27	NFL FOOTBALL POST 2-NBC#	12.5	10,070
28	WORLD SERIES PRE GAME #3(S)	12.3	9,930
29	AMAZING STORIES	12.3	9,900
30	AMER. LEAGUE CHAMP PRE 6(S)	12.1	9,780
30	WORLD SERIES PRE GAME #1(S)	12.1	9,780
32	MOONLIGHTING#	12.0	9,680
32	WORLD SERIES PRE GAME #6(S)	12.0	9,680

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	27.7	15,640
2	FAMILY TIES	27.0	15,250
3	CHEERS	22.0	12,410
4	NBC SUNDAY NIGHT MOVIE	21.8	12,310
5	DYNASTY#	21.3	12,040
6	MOONLIGHTING#	19.9	11,260
7	NEWHART#	19.6	11,100
8	NIGHT COURT	19.2	10,860
9	MIAMI VICE	18.2	10,310
10	KATE & ALLIE	18.0	10,190
10	KNOTS LANDING	18.0	10,190
12	DALLAS	17.8	10,080
13	ALFRED HITCHCOCK PRESENTS	16.8	9,510
14	GOLDEN GIRLS	16.7	9,430
15	WORLD SERIES GAME #7(S)	16.5	9,320
16	FACTS OF LIFE	16.3	9,220

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	30.3	8,320
2	DALLAS	28.9	7,930
3	60 MINUTES	26.6	7,300
4	FALCON CREST	25.5	7,010
5	WORLD SERIES GAME #3(S)	24.3	6,660
6	WORLD SERIES GAME #7(S)	24.1	6,610
7	COUNTRY MUSIC AWARDS(S)	23.2	6,360
8	HIGHWAY TO HEAVEN#	22.7	6,220
9	BILL COSBY SHOW	22.4	6,160
9	CRAZY LIKE A FOX	22.4	6,160
11	WORLD SERIES GAME #6(S)	22.3	6,130
12	WORLD SERIES GAME #4(S)	22.1	6,070
13	WORLD SERIES GAME #5(S)	21.4	5,880
14	WORLD SERIES GAME #1(S)	20.8	5,710
15	DYNASTY#	20.3	5,570
16	KATE & ALLIE	20.0	5,490
17	SCARECROW & MRS. KING	19.7	5,420
18	NEWHART#	19.7	5,400
19	CBS TUESDAY NIGHT MOVIES	19.6	5,370
20	WORLD SERIES GAME #2(S)	19.5	5,340
21	NBC MONDAY NIGHT MOVIES	18.8	5,150
22	KNOTS LANDING	18.7	5,130
23	GOLDEN GIRLS	18.5	5,080

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 27, 1985

## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	24.8	13,620
2	WORLD SERIES GAME #4(S)	19.3	10,600
3	NFL MONDAY NIGHT FOOTBALL	18.4	10,080
4	MIAMI VICE	17.1	9,390
5	NFL FOOTBALL GAME 2-NBC#	16.7	9,160
6	WORLD SERIES GAME #5(S)	16.3	8,940
7	WORLD SERIES GAME #6(S)	16.2	8,890
8	WORLD SERIES GAME #3(S)	16.1	8,850
9	AMER. LEAGUE CHAMP GM 7(S)	16.1	8,830
10	BILL COSBY SHOW	16.0	8,770
10	FAMILY TIES	16.0	8,770
12	WORLD SERIES GAME #2(S)	15.5	8,510
13	WORLD SERIES GAME #1(S)	15.0	8,230
14	CHEERS	15.0	8,210
15	NBC SUNDAY NIGHT MOVIE	14.8	8,120
16	AMAZING STORIES	14.8	8,110
17	WORLD SERIES PRE GAME #7(S)	14.1	7,720
18	NIGHT COURT	14.0	7,700
19	ALFRED HITCHCOCK PRESENTS	13.9	7,630
20	AMER. LEAGUE CHAMP GM 6(S)	13.8	7,570
21	MACGYVER SPECIAL(S)	12.9	7,090
22	NFL FOOTBALL POST 2-NBC#	12.9	7,080
23	MOONLIGHTING#	12.9	7,060
24	HILL STREET BLUES	11.7	6,410

CONT'D

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	41.1	8,540
2	WORLD SERIES GAME #6(S)	35.1	7,280
3	WORLD SERIES GAME #5(S)	35.0	7,270
4	WORLD SERIES GAME #3(S)	34.4	7,140
5	WORLD SERIES GAME #4(S)	32.2	6,680
6	WORLD SERIES GAME #1(S)	31.2	6,480
7	WORLD SERIES GAME #2(S)	30.6	6,360
8	AMER. LEAGUE CHAMP GM 6(S)	30.1	6,250
9	AMER. LEAGUE CHAMP GM 7(S)	29.5	6,120
10	WORLD SERIES PRE GAME #4(S)	23.0	4,780
11	AMER. LEAGUE CHAMP PRE 6(S)	22.9	4,750
12	WORLD SERIES PRE GAME #7(S)	22.5	4,680
13	60 MINUTES	22.4	4,660
14	AMER. LEAGUE CHAMP PRE 7(S)	22.4	4,640
15	DALLAS	22.2	4,610
16	WORLD SERIES PRE GAME #2(S)	21.8	4,530
17	NFL MONDAY NIGHT FOOTBALL	21.0	4,360
18	WORLD SERIES PRE GAME #5(S)	21.0	4,350
19	WORLD SERIES PRE GAME #1(S)	20.8	4,320
20	WORLD SERIES PRE GAME #3(S)	20.6	4,280
20	WORLD SERIES PRE GAME #6(S)	20.6	4,280
22	NAT'L LEAGUE CHAMP GM 5(S)	19.9	4,130
23	NFL FOOTBALL GAME 2-NBC#	19.5	4,040
24	NAT'L LEAGUE CHAMP GM 6(S)	18.5	3,840

CONT'D

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	CBS NFL FOOTBALL GAME 1	11.4	6,270
26	GROWING PAINS#	11.2	6,140

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	BILL COSBY SHOW	18.4	3,820
26	MURDER, SHE WROTE	18.1	3,760
27	FALCON CREST	17.4	3,620
28	COUNTRY MUSIC AWARDS(S)	17.2	3,570
28	20/20#	17.2	3,570
30	CBS NFL FOOTBALL GAME 2#	16.8	3,490
31	WHO'S THE BOSS?#	15.4	3,190
32	CBS NFL FOOTBALL GAME 1	15.3	3,170
33	CBS EVENING NEWS-RATHER	15.1	3,140
34	NBC MONDAY NIGHT MOVIES	15.0	3,120
35	SCARECROW & MRS. KING	14.0	2,910
36	FAMILY TIES	14.0	2,900

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 8-11					
													TOTAL	18- 34	WOMEN 18- 49		25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49		25- 54	35- 64	55+	TOTAL	FEM.	TOTAL	8-11
*EVENING																														
A TEAM						3	202		A 19.8	30	1701	1846	708 365	783 238	484 447	362 264			526 177	356 349	273 157			163 76^	374 232					
2 TUE.						8.00P	60	NBC A		B 19.7	30	1692	1901	677 291	737 264	452 409	308 258			662 234	435 397	317 198			155 54	347 231				
						8.00 - 8.30			A 19.1	29	1641	1862	730 362	803 242	482 433	367 282			516 168	350 339	277 153^			162 88^	381 238					
						8.30 - 9.00			A 20.5	30	1761	1826	684 364	760 230	480 458	356 245			534 187	360 354	268 161			164 66^	368 228					
ABC BUSINESS BRIEF-WED						3	193		A 13.8	21	1185	1805	773 319	846 339	543 450	384 265			608 274	409 285	231 184^	144^120^		207^ 148^						
1 WED.						8.58P	1	ABC N		B 13.8	21	1185	1738	794 298	875 343	524 438	382 306			491 193	308 266	211 150			114 87	258 189				
ABC BUSINESS BRIEF-FRI						4	187 188		A 11.3	19	971	1843	817 287	928 355	529 467	345 342			471 138^	237 280	230 191			70^ 47^	374 182					
1 FRI.						8.43P	1	ABC N		B 11.7	20	1005	1856	780 325	895 323	511 447	347 336			427 110	214 249	213 172			111 78	423 226				
2 FRI.						8.44P	1																							
ABC NEWSBRIEF-MON						4	163 163		A 12.5	19	1074	1886	630 250	675 219	409 383	321 220			791 295	506 460	345 221			202 121^	218 145					
MON.						8.58P	1	ABC N		B 11.9	18	1022	1865	647 263	688 220	391 383	319 244			705 228	412 407	334 227			185 94	287 212				
ABC NEWSBRIEF-TUE						4	187 197		A 11.5	19	988	1540	621 259	744 248	426 310	328 299			639 208	330 328	293 255			88^ 47^	69^ 24^					
1 TUE.						10.16P	1	ABC N		B 12.0	18	1031	1704	713 343	799 315	525 445	361 225			610 258	397 375	260 175			135 84	160 97				
2 TUE.						8.07P	1																							
ABC NEWSBRIEF-WED						4	187 195		A 15.5	25	1331	1633	760 285	818 268	485 418	377 297			614 219	343 314	256 235			105 56^	96^ 53^					
1 WED.						9.58P	1	ABC N		B 16.8	26	1443	1607	801 323	885 310	523 463	392 315			510 198	298 273	202 179			118 70	94 49				
2 WED.						8.07P	1																							
ABC NEWSBRIEF-THU						4	184 197		A 11.0	17	945	1615	581 175	618 126^	271 274	323 320			767 221	381 360	342 349			82^ 30^	148 64^					
1 THU.						9.58P	1	ABC N		B 10.4	16	893	1646	688 250	734 171	400 412	418 288			700 228	364 343	329 273			99 47	113 59				
2 THU.						8.06P	1																							
ABC NEWSBRIEF-FRI						4	184 181		A 8.3	13	713	1561	733 270	849 230	484 458	441 310			459 89^	236 232	297 189^			63^ 55^	190^ 145^					
FRI.						9.58P	1	ABC N		B 8.8	14	756	1751	740 318	851 268	499 435	417 297			452 105	261 272	294 147			137 86	311 218				
ABC NEWSBRIEF-SAT.						4	198 202		A 13.0	25	1117	1736	653 271	708 195	323 309	286 342			812 208	389 415	399 363			48^ 9^	168 81^					
SAT.						8.07P	1	ABC N		B 12.2	22	1048	1692	669 281	748 199	362 346	320 340			690 196	364 384	332 272			92 43	162 108				
ABC NEWSBRIEF-SUN.						4	203 198		A 16.0	25	1374	1672	609 280	657 167	333 329	328 271			845 235	445 475	434 323			62^ 4^	108 50^					
1 SUN.						8.08P	1	ABC N		B 15.7	24	1349	1676	625 282	674 195	374 372	340 246			803 270	481 488	403 248			97 37	102 55				
2 SUN.						8.07P	1																							
ABC SPORTS UPDATE-SUN						4	205 201		A 13.3	21	1142	1938	722 357	796 283	479 374	407 263			756 281	462 492	380 236			144 53^	242 155					
SUN.						7.58P	1	ABC SN		B 12.4	19	1065	1871	656 330	716 252	439 401	365 207			729 260	464 477	376 204			166 55	260 177				
ABC WORLD NEWS TONIGHT						20	205 199		A 10.1	20	868	1475	682 241	745 178	298 308	307 383			569 127	271 289	292 254			64^ 51^	97 47^					
M-F						6.30P	30	ABC N		B 10.6	20	911	1468	683 235	742 170	314 313	307 372			590 145	302 302	295 250			59 39	77 51				
ABC WRLD NEWS TONIGHT-SUN						4	152 155		A 8.0	15	687	1294	677 192^	724 153^	306 277	309 383			506 145^	220 219	185^249			39^ LT	25^ LT					
SUN.						6.30P	30	ABC N		B 7.4	14	636	1427	691 211	751 168	300 292	313 396			594 158	293 289	260 259			30 9	52 34				
AIRWOLF						5	201 187		A 11.9	21	1022	1750	646 288	749 182	360 355	346 338			621 180	369 362	368 217			109^ 39^	271 189					
SAT.						8.00P	60	CBS A		B 12.5	22	1074	1863	672 275	749 218	426 402	359 276			644 212	400 384	339 204			144 38	326 216				
						8.00 - 8.30			A 11.4	20	979	1659	620 272	722 165	334 328	325 342			587 162	335 335	339 222			105^ 40^	245 165					
						8.30 - 9.00			A 12.4	21	1065	1832	669 300	771 200	381 376	362 335			652 196	400 385	394 214			116^ 39^	293 210					
ALFRED HITCHCOCK PRESENTS						4	204 201		A 14.6	21	1254	2342	837 371	956 509	759 576	381 141			770 365	609 539	356 112			314 143	302 194					
SUN.						8.30P	30	NBC SM		B 16.7	24	1435	2217	780 366	882 450	698 579	364 139			736 359	585 528	330 109			305 149	294 199				
AMAZING STORIES						4	205 203		A 14.8	21	1271	2343	763 362	872 443	696 548	361 132			778 384	637 555	337 106^			312 127	381 253					
SUN.						8.00P	30	NBC GD		B 17.7	26	1520	2248	744 347	834 414	652 558	350 137			742 369	600 537	324 108			288 142	384 263				

15





PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.						
EVENING CONT'D																																	
FACTS OF LIFE SAT.						5	198	188	A	16.5	28	1417	2086	814	369	974	440	649	494	355	288	417	182	269	229	167	123	255	153	440	329		
						99	98	B	17.4	30	1495	2006	795	336	919	353	570	472	361	317	469	180	287	263	205	148	223	143	395	284			
FALCON CREST FRI.						4	206	206	A	17.9	30	1538	1579	893	338	988	224	464	463	454	456	464	110	194	204	218	235	74	31	53	23		
10.00 - 10.30						99	99	B	18.3	31	1572	1536	843	331	934	229	441	431	419	436	453	135	206	222	189	209	77	39	72	46			
10.30 - 11.00								A	18.0	30	1546	1583	892	340	991	220	463	464	463	459	459	106	189	201	218	233	69	27	64	26			
								A	17.6	31	1529	1568	892	335	982	226	463	459	446	452	468	115	196	207	218	235	78	33	40	17			
FALL GUY 1 THU.						4	200		A	6.9	11	593	1580	514	229	571	203	285	264	219	223	783	287	403	448	337	308	76	31	150	71		
8.00 - 8.30						98		B	7.6	12	653	1751	702	312	766	232	429	410	365	276	698	252	385	397	312	245	105	15	182	120			
8.30 - 9.00								A	6.7	11	576	1512	496	186	548	206	248	227	195	230	765	280	388	419	323	319	65	31	134	63			
								A	7.0	11	601	1654	540	273	598	197	321	304	250	217	803	294	416	482	352	297	86	31	167	81			
FAMILY TIES THU.						4	211	207	A	27.4	41	2354	2090	814	415	910	418	648	577	360	199	525	217	372	342	253	124	263	138	392	273		
8.30P 30 NBC CS						99	99	B	28.3	42	2431	2081	814	396	907	389	618	549	374	231	535	227	377	341	250	131	246	136	393	272			
GEORGE BURNS COMEDY WED.						6	203	199	A	11.6	17	996	1637	740	329	837	318	557	506	381	218	563	239	419	372	275	117	147	69	90	39		
9.30P 30 CBS CS						99	98	B	12.1	18	1039	1713	761	321	839	286	546	489	420	245	610	264	437	383	275	153	150	69	114	80			
GIMME A BREAK SAT.						5	196	184	A	14.9	26	1280	2080	787	341	969	416	624	477	350	307	401	160	258	218	173	123	261					





# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1985 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOTAL		LADY WORK- ING		TOTAL		WOMEN		TOTAL		MEN		TEENS (12-17)		CHILDREN (2-11)								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	18- 34	18- 34	18- 34	35- 64	35- 64	18- 34	18- 34	18- 34	18- 34	18- 34	18- 34								
EVENING CONT'D																														
MURDER, SHE WROTE						5	205	202	A 22.5	32	1933	1636	814	313	901	167	409	422	466	430	497	120	267	281	286	193	117	71	121	85
1	SUN.	8.00P	60	CBS	SM	99	99		B 23.5	34	2019	1607	821	334	911	181	398	410	453	445	522	123	260	268	286	230	83	41	91	64
2	SUN.	8.12P	60						A 22.0	32	1890	1626	822	307	895	163	397	420	472	436	496	122	255	273	276	202	120	70	115	81
		8.00 - 8.30							A 23.1	32	1984	1655	813	319	912	176	419	420	468	430	506	124	271	285	291	195	108	68	129	89
		8.30 - 9.00							A 21.5	30	1847	1555	784	304	869	149	407	428	428	406	473	99	284	297	299	162	130	77	83	66
		9.00 - 9.30							A 19.0	28	1632	1547	816	333	907	332	539	476	405	316	483	141	246	251	269	190	94	65	63	49
NBC MONDAY NIGHT MOVIES						4	198	197	B 21.0	31	1804	1658	806	358	922	375	592	491	383	288	484	189	285	246	215	159	148	93	104	69
MON.		9.00P	120	NBC	FF	99	99		A 17.2	25	1477	1569	839	338	926	331	541	483	411	335	487	142	246	244	264	200	76	43	80	70
		9.00 - 9.30							A 18.7	27	1606	1585	830	334	924	346	556	493	405	310	498	146	259	266	284	190	92	59	71	50
		9.30 - 10.00							A 19.8	30	1701	1562	819	337	911	333	544	478	412	314	484	145	250	254	274	189	111	83	56	42
		10.00 - 10.30							A 20.0	32	1718	1496	786	327	878	318	522	461	400	307	469	135	235	238	262	187	102	77	47	35
		10.30 - 11.00							A 12.7	20	1091	1787	708	288	793	300	471	411	330	277	582	177	327	322	300	216	130	76	282	205
NBC NEWS DIGEST-M-F						20	164	147	B 13.6	21	1168	1777	701	273	778	270	442	397	331	289	608	188	332	336	294	226	134	77	257	183
1	MTHF	8.58P		1	NBC N		84	77																						
2	TU & W	8.11P		1																										
2	M-F	8.58P		1																										
NBC NEWS DIGEST-2-M-F						7	157	159	A 12.4	19	1065	1662	709	315	794	340	555	455	349	203	582	221	399	370	298	150	142	74	144	108
1	MON.	10.06P		1	NBC N		83	83	B 12.0	18	1031	1699	722	318	821	301	525	450	375	252	570	198	372	360	301	158	150	77	158	113
1	FRI.	9.58P		1																										
2	TU&TH	9.58P		1																										
NBC NEWS DIGEST-SAT						4	153	142	A 12.5	21	1074	2057	795	352	971	484	665	469	314	273	461	196	276	251	170	152	171	103	454	322
SAT.		8.58P		1	NBC N		80	77	B 12.4	22	1065	1951	745	296	870	357	539	431	330	294	509	187	281	287	199	189	188	131	384	286
NBC NEWS DIGEST-2-SAT.						1	152		A 11.2	18	962	1747	748	293	832	238	474	433	358	327	430	75	206	269	302	161	159	86	326	235
2	SAT.	9.58P		1	NBC N		84		B 11.2	18	962	1747	748	293	832	238	474	433	358	327	430	75	206	269	302	161	159	86	326	235
NBC NEWS DIGEST-SUN						4	153	155	A 10.2	14	876	2126	877	349	978	538	761	514	374	187	685	332	519	438	268	147	217	113	246	161
SUN.		8.58P		1	NBC N		79	79	B 11.7	17	1005	1971	755	315	852	385	615	479	354	207	730	302	485	439	321	198	183	91	206	147
NBC NEWS DIGEST-2-SUN.						2	169		A 17.4	26	1495	2167	933	337	1001	485	767	641	449	178	683	371	529	485	264	124	252	135	231	171
1	SUN.	9.58P		1	NBC N		87		B 17.4	25	1495	1885	820	338	919	405	671	609	439	182	595	277	445	430	264	118	209	114	162	114
NBC NIGHTLY NEWS-SAT.						4	163	159	A 9.8	20	842	1458	612	220	745	152	309	288	332	389	458	67	122	118	210	290	72	21	183	67
SAT.		6.30P		30	NBC N		93	92	B 9.1	20	782	1490	626	209	723	118	258	270	318	410	523	84	160	181	255	292	46	20	198	125
NBC NIGHTLY NEWS						10	186	202	A 10.5	20	902	1509	669	248	733	170	301	300	311	388	614	141	248	254	265	318	58	34	104	58
1	M & W	6.50P		10	NBC N		92	99	B 10.6	21	911	1546	717	262	773	179	323	325	340	397	612	141	257	261	267	309	50	30	111	55
1	TUTHF	6.30P		30																										
2	M-F	6.30P		30																										
NBC NIGHTLY NEWS SUN(B)						135			A 6.2	10	533	1664	672	229	725	148	216	253	290	447	576	161	308	298	250	268	146	112	217	181
2	SUN.	6.30P		30	NBC N		68																							
NBC NIGHTLY NEWS-MON(B)						54			A 3.4	6	292	1599	706	305	706	151	202	202	307	504	598	91	315	366	392	232	LT	LT	295	155
1	MON.	7.00P		20	NBC N		38																							
NBC SUNDAY NIGHT MOVIE						4	198	193	A 19.3	29	1658	2080	893	384	1007	474	743	582	422	215	626	309	488	426	260	111	244	144	203	131
SUN.		9.00P	120	NBC	FF	99	98		B 20.5	31	1761	1923	750	344	875	394	634	531	377	189	648	301	486	437	279	127	224	124	176	119
		9.00 - 9.30							A 17.5	25	1503	2125	872	434	1017	486	745	587	427	214	638	323	506	435	253	111	237	139	233	155
		9.30 - 10.00							A 19.8	29	1701	2119	896	383	1000	472	745	601	434	202	635	318	506	436	267	108	268	162	216	137
		10.00 - 10.30							A 20.4	31	1752	2055	895	361	997	477	742	575	407	210	624	314	483	417	255	111	243	140	191	129
		10.30 - 11.00							A 19.7	32	1692	1999	892	355	1000	460	728	558	420	226	598	288	460	412	254	108	226	132	175	107

## 24

2ND OCT. 1985 REPORT

25

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
											AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																
ST. ELSEWHERE							3		198	A	16.3	26	1400	1415	778	378	897	367	583	543	413	255	476	173	313	335	250	105	33	33	9	LT
2 WED.	10.00P	60	NBC	GD					99	B	14.9	25	1280	1526	796	398	898	312	544	535	455	279	525	203	349	369	265	119	67	36	36	24
	10.00 - 10.30									A	16.0	25	1374	1445	793	387	916	369	593	555	435	260	494	191	337	355	251	101	35	35	LT	LT
	10.30 - 11.00									A	16.6	28	1426	1383	762	368	876	363	572	529	393	249	460	158	294	314	248	110	30	30	17	LT
SCARECROW & MRS. KING							5	205	207	A	18.8	28	1615	1708	717	371	874	263	487	443	408	334	487	113	273	268	266	181	136	81	211	143
MON.	8.00P	60	CBS	GD				99	99	B	18.1	27	1555	1740	746	361	868	255	457	422	404	359	505	130	275	273	263	199	147	81	220	147
	8.00 - 8.30									A	17.8	27	1529	1695	743	369	876	257	478	433	407	343	485	110	270	263	271	183	133	84	201	137
	8.30 - 9.00									A	19.7	29	1692	1721	701	375	880	270	499	452	413	331	485	114	276	272	263	178	134	76	222	149
SILVER SPOONS							4		181	A	11.0	16	945	2163	643	310	783	329	515	458	338	186	496	210	400	361	236	96	355	197	529	361
2 SUN.	7.30P	30	NBC	CS					92	B	10.8	17	928	2304	685	313	772	283	516	470	348	214	633	255	447	424	298	145	284	164	615	423
SIMON & SIMON							4	208	203	A	19.0	28	1632	1590	787	335	904	302	551	466	426	305	491	130	300	318	285	156	108	31	87	57
THU.	9.00P	60	CBS	PD				99	99	B	19.4	29	1666	1612	778	353	901	316	556	479	421	293	508	163	324	318	270	155	104	39	99	66
	9.00 - 9.30									A	18.4	27	1581	1634	763	349	905	304	557	469	426	299	486	130	296	311	282	155	131	40	112	73
	9.30 - 10.00									A	19.5	29	1675	1550	812	324	905	301	549	465	428	308	497	132	307	324	288	156	86	22	62	40
60 MINUTES							6	209	209	A	20.9	32	1795	1524	682	240	778	130	304	329	376	407	637	178	327	335	315	261	58	29	51	24
1 SUN.	7.00P	60	CBS	DN				99	99	B	21.2	35	1821	1613	720	275	792	161	338	358	376	383	692	190	360	371	342	282	60	25	69	40
2 SUN.	7.12P	60																														
	7.00 - 7.30									A	19.1	30	1641	1523	668	226	766	129	286	313	370	407	646	180	326	326	311	274	61	28	50	16
	7.30 - 8.00									A	21.9	33	1881	1511	677	240	775	131	305	325	372	408	644	186	335	338	313	262	49	25	43	24
	8.00 - 8.30									A	23.7	34	2036	1519	725	267	793	120	340	392	403	387	547	133	288	337	332	196	82	52	97	48
SPENSER: FOR HIRE							6	202	192	A	8.9	15	765	1532	737	302	801	205	438	466	473	282	559	90	265	279	397	228	70	62	102	50
FRI.	10.00P	60	ABC	PD				99	96	B	10.3	17	885	1639	768	310	837	221	456	452	448	303	577	111	295	347	384	205	83	53	142	96
	10.00 - 10.30									A	8.8	15	756	1468	707	282	772	199	420	461	453	269	524	85	248	251	365	224	62	55	110	52
	10.30 - 11.00									A	9.0	16	773	1585	760	315	822	206	451	466	494	293	593	92	277	304	429	237	79	69	91	45
SPORTSBREAK-SAT							5	196	184	A	11.0	18	945	1832	691	314	804	225	408	394	370	341	606	172	386	374	385	190	111	43	311	236
SAT.	8.58P	1	CBS	SN				96	93	B	12.1	21	1039	1938	690	286	768	229	440	414	380	274	659	222	418	401	349	200	167	45	344	244
SPORTSBREAK-SUN							5	198	198	A	18.5	26	1589	1677	812	321	904	183	443	438	459	409	507	118	289	300	310	183	126	71	140	109
1 SUN.	8.58P	1	CBS	SN				94	94	B	20.4	29	1752	1638	815	343	909	201	424	417	444	428	537	138	290	289	301	217	84	40	108	81
2 SUN.	9.10P	1																														
STAR CRAZY							6	202	197	A	10.9	17	936	1922	683	271	804	289	481	413	348	281	547	173	359	356	309	138	206	52	365	234
WED.	8.00P	60	CBS	CS				99	97	B	11.6	18	996	1959	710	301	799	276	502	439	384	260	584	190	372	339	308	174	218	110	358	244
	8.00 - 8.30									A	10.7	17	919	1852	652	252	776	264	439	374	349	295	537	163	348	355	309	139	204	49	335	207
	8.30 - 9.00									A	11.1	17	953	1975	709	287	823	310	517	449	346	262	553	180	366	353	308	138	206	52	393	260
TV BLOOPERS & PRAC. JOKES							4	202		A	16.0	24	1374	1846	770	276	838	341	539	427	338	273	585	225	347	310	261	197	172	117	251	190
1 MON.	8.00P	60	NBC	CV				98		B	17.1	26	1469	1867	750	316	836	310	484	411	349	302	587	230	363	332	273	180	191	120	253	171
	8.00 - 8.30									A	15.1	23	1297	1773	730	237	790	308	498	413	330	267	582	215	341	309	264	202	143	93	258	182
	8.30 - 9.00									A	16.8	24	1443	1913	808	312	884	371	574	440	347	281	590	236	354	311	254	194	197	140	242	197
TRAPPER JOHN, M.D.							4	204	199	A	13.6	22	1168	1384	705	327	836	226	389	374	340	384	403	116	242	247	232	123	75	43	70	44
1 SUN.	10.00P	60	CBS	GD				99	98	B	14.8	24	1271	1430	732	327	848	227	399	385	367	386	443	127	259	256	244	153	68	29	71	50
2 SUN.	10.12P	60																														
	10.00 - 10.30									A	13.7	21	1177	1401	714	328	851	229	395	376	346	393	404	118	239	246	227	123	64	31	82	43
	10.30 - 11.00									A	13.4	22	1151	1375	715	346	843	220	392	372	351	390	389	109	231	238	224	121	84	51	59	44
	11.00 - 11.30									A	13.2	24	1134	1422	656	238	772	243	370	376	273	342	490	143	316	314	291	150	87	60	73	49
20/20							4	207		A	15.3	25	1314	1620	811	296	843	198	409	445	455	344	632	170	314	312	306	273	94	18	51	35
CONT'D																																

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
									%	%	(0,000)		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.	TOTAL	6-11		
EVENING CONT'D																														
20/20-CONT'D																														
1	THU.	10.00P	60	ABC	DN	99		B	14.7	24	1263	1568	797	297	870	230	478	486	474	303	597	171	325	328	306	225	65	18	36	21
		10.00 - 10.30						A	15.8	25	1357	1626	836	337	870	221	446	488	475	317	605	148^	288	307	308	265	96^	20v	55^	40v
		10.30 - 11.00						A	14.7	25	1263	1614	789	253	817	174^	368	400	435	375	660	192^	339	320	303	281	91^	15v	46v	30v
TWILIGHT ZONE																														
FRI.	8.00P	60	CBS	SF		5 204 207		A	14.6	25	1254	1812	740	289	808	281	486	457	373	260	656	258	448	410	311	175	147	60^	201	144
		8.00 - 8.30				99 99		B	15.6	27	1340	1913	775	347	852	339	553	521	383	243	675	287	482	449	314	153	128	44	258	175
		8.30 - 9.00						A	14.0	25	1203	1778	724	283	794	272	469	445	368	264	638	253	432	400	296	172	147	63^	199	144
								A	15.3	26	1314	1820	748	289	812	286	493	461	373	255	666	258	455	413	323	178	144	57^	198	143
227	SAT.	9.30P	30	NBC	CS	5 196 188		A	16.7	27	1435	1936	784	387	961	351	626	548	420	300	445	141	252	248	229	155	207	126	323	238
						98 98		B	17.5	29	1503	1893	788	343	910	308	541	488	388	331	496	159	284	275	250	178	183	118	304	229
WEBSTER																														
FRI.	8.00P	30	ABC	CS		6 209 206		A	13.0	23	1117	1830	835	330	941	315	504	469	381	355	449	95^	198	244	242	205	117^	88^	323	166
						99 95		B	13.7	24	1177	1837	795	316	898	277	450	417	366	373	444	128	215	228	204	189	135	89	360	202
WHO'S THE BOSS?																														
1 TUE.	8.00P	30	ABC	CS		4 204		A	22.4	35	1924	1744	674	307	752	291	468	439	302	222	490	155	298	258	246	166	232	152	270	170
						99		B	22.4	35	1924	1871	763	367	840	316	522	488	374	249	513	187	341	320	261	133	206	128	312	196
WORLD SERIES PRE GAME #1(S)																														
1 SAT.	8.00P	22	ABC	SC		214		A	14.3	26	1228	1741	577	289	686	204^	309	308	247	334	796	206^	387	421	379	352	61^	LT	198^	95^
WORLD SERIES GAME #1(S)																														
1 SAT.	8.22P	181	ABC	SE		214		A	22.1	37	1898	1660	542	226	611	168	262	277												





33

FOR EXPLANATION OF SYMBOLS, SEE PAGE A





39



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1985 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR NET		PROG TYPE	WK 1		WK 2	AVG AUD %	AVG SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM	TOTAL M					
WEEKDAY DAYTIME CONT'D																															
PRESS YOUR LUCK				25	163	164	A	3.9	17	335	1227	722	134^	812	248	365	338	298	403	231	34^	156^	141^	143^	75^	20^	17	164^	74^		
1 M-F 10.30A				30	CBC	QP	79	79	B	3.8	16	309	1220	737	134	842	245	392	334	342	415	223	38	130	119	130	83	23	17	132	54
2 MTUWF 10.30A				30																											
2 THU. 10.45A				15																											
PRICE IS RIGHT 1				25	208	208	A	6.3	27	541	1305	747	176	829	242	452	405	365	351	342	74^	151	168	181	141	34^	12^	100^	17		
1 M-F 11.00A				30	CBS	AP	99	99	B	5.9	25	507	1288	730	169	831	241	459	412	370	349	309	71	136	125	144	141	27	12	121	16
PRICE IS RIGHT 2				25	208	208	A	7.7	32	661	1292	734	189	815	237	433	375	323	301	344	75^	145	150	150	166	28^	12^	105	7^		
1 M-F 11.30A				30	CBS	AP	99	99	B	7.8	32	644	1286	735	180	827	236	443	399	349	357	314	71	130	123	132	160	25	13	120	14
RYAN'S HOPE				20	170	171	A	3.2	13	275	1175	797	222^	965	437	651	545	393	248	127^	17	70^	76^	87^	47^	28^	25^	55^	36^		
1 M-F 12.00N				30	ABC	DD	90	91	B	3.1	12	266	1190	824	264	979	427	682	538	408	251	127	28	69	71	75	53	29	28	55	35
SALE OF THE CENTURY				19	146	152	A	3.9	17	335	1200	603	158^	809	213	343	293	319	456	200	74^	102^	104^	64^	90^	83^	47^	108^	36^		
1 M-F 10.30A				30	NBC	QG	78	81	B	3.9	17	335	1172	641	130	798	214	357	307	301	426	212	65	85	96	64	109	43	23	119	26
2 MTUWF 10.30A				30																											
SANTA BARBARA				17	191	189	A	3.3	11	283	1283	721	99^	799	293	370	311	251	400	211^	88^	109^	53^	78^	88^	145^	92^	128^	67^		
1 TUTHF 3.00P				60	NBC	DD	96	96	B	3.4	12	292	1273	701	110	817	307	389	331	290	373	208	82	101	58	82	93	133	105	115	59
2 M-F 3.00P				60																											
3.00 - 3.30							A	3.2	11	275	1200	728	117^	797	272	349	312	255	408	225^	98^	120^	58^	72^	87^	105^	58^	73^	30^		
3.30 - 4.00							A	3.4	11	292	1329	705	82^	787	308	383	302	244	387	195^	67^	91^	48^	87^	93^	176^	120^	171^	99^		
SCRABBLE				20	198	198	A	4.8	20	412	1262	676	61^	853	290	387	325	282	419	245	69^	98^	79^	71^	139^	57^	32^	107^	36^		

M F	11.30A	30	NBC	QG	97	98	B	4.9	21	421	1232	696	91	841	267	378	296	277	432	241	61	87	76	73	144	35	18	115	41	
SEARCH FOR TOMORROW					20	148	151	A	2.6	10	223	1175	685	54	744	265	336	283	269	408	269	54	68	67	103	175	45	45	117	63
M-F	12.30P	30	NBC	DD	77	77	B	2.7	10	232	1217	713	90	815	294	367	321	255	437	278	60	86	86	95	175	31	31	93	31	
SUPER PASSWORD					20	147	149	A	3.7	14	318	1211	693	69	809	218	311	262	270	453	249	57	120	107	101	129	40	25	113	47
M-F	12.00N	30	NBC	QG	73	74	B	3.7	14	318	1110	640	61	754	190	283	250	258	433	207	38	87	83	98	113	31	16	118	39	
THREE'S A CROWD DAYTIME					25	169	168	A	2.4	10	206	1165	651	277	826	427	607	432	287	209	175	54	73	103	63	72	33	24	131	44
M-F	11.00A	30	ABC	CS	84	84	B	2.5	11	215	1241	730	243	872	456	632	458	300	219	227	93	134	123	81	73	39	17	103	39	
TODAY SHOW-7.30AM					20	204	203	A	4.5	23	387	1377	770	344	845	269	524	488	403	284	395	108	160	110	161	205	49	23	88	52
M-F	7.30A	30	NBC	N	99	99	B	4.6	23	395	1393	758	329	811	230	475	496	398	280	413	108	186	169	175	188	64	45	105	59	
TODAY SHOW-8.30AM					20	204	202	A	4.7	22	404	1218	772	200	849	245	480	430	395	345	294	64	101	117	109	160	13	17	62	18
M-F	8.30A	30	NBC	N	99	98	B	4.9	22	421	1241	805	188	862	246	450	412	387	363	319	73	138	136	125	157	17	17	49	13	
\$25,000 PYRAMID					25	181	180	A	4.5	20	387	1196	690	148	778	163	369	357	384	391	274	46	167	165	165	91	36	17	108	34
1 M-F	10.00A	30	CBS	QP	93	92	B	4.4	20	378	1215	749	154	839	162	386	363	422	427	273	53	157	158	160	91	21	17	82	18	
2 MTUWF	10.00A	30																												
2 THU.	10.00A	10																												
WHEEL OF FORTUNE					20	199	205	A	6.7	29	576	1229	727	121	861	227	382	345	327	444	220	52	74	73	72	135	49	28	99	41
M-F	11.00A	30	NBC	QG	98	99	B	6.8	29	584	1239	764	110	877	237	381	325	307	462	226	57	77	69	72	139	34	17	102	39	
YOUNG AND THE RESTLESS					25	206	208	A	7.7	30	661	1172	763	196	859	325	496	414	343	321	224	59	118	112	107	90	24	17	65	11
M-F	12.30P	60	CBS	DD	99	99	B	7.6	29	653	1245	792	212	898	336	528	439	370	332	231	70	123	109	106	95	33	18	83	9	
12.30 - 1.00							A	7.6	30	653	1182	754	216	854	335	506	407	333	312	236	67	129	114	107	97	26	19	66	8	
1.00 - 1.30							A	7.7	29	661	1168	780	178	873	320	494	428	356	330	212	51	107	105	110	85	18	12	65	12	
YOUR NUMBER'S UP					24	173	174	A	2.0	9	172	1087	668	46	715	227	373	297	233	342	175	94	105	57	45	59	81	81	116	35
CONT'D																														

43





FOR EXPLANATION OF SYMBOLS, SEE PAGE A







2ND OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																					
NFL FOOTBALL GAME -CONT'D																																					
5.00 - 5.30															A	17.4	39	1495	1475	413	216	413	147	234	260	216	129	937	308	587	522	477	287	89	LT	36	25
5.30 - 6.00															A	17.6	37	1512	1544	465	195	472	153	279	284	250	153	929	312	596	539	469	273	106	13	37	21
6.00 - 6.30															A	17.1	34	1469	1762	565	319	610	238	367	312	303	178	936	312	608	542	448	275	123	30	93	63
6.30 - 7.00															A	18.0	34	1546	1817	634	339	672	272	392	356	322	202	960	324	622	556	474	282	93	17	92	54
7.00 - 7.30															A	17.7	31	1520	1944	653	358	729	336	490	425	298	183	894	352	605	541	410	231	121	16	200	132
7.30 - 8.00															A	18.2	30	1563	1978	623	318	696	307	455	391	298	176	904	350	631	573	429	220	155	36	223	142
NFL FOOTBALL POST 2-NBC															A	13.2	22	1134	2062	650	341	732	334	484	357	295	194	889	361	625	553	412	235	155	42	286	189
1 SUN. 7.48P 12 NBC SC															B	12.4	22	1065	2234	641	287	833	378	599	454	364	178	852	324	599	572	420	199	217	72	332	212
NFL FOOTBALL POST-NBC(B)															A	4.4	10	378	981	426	69	465	272	394	354	186	71	497	167	323	343	259	127	19	LT	LT	LT
2 SUN. 4.21P 15 NBC SC																																					
ONE TO GROW ON-8:28AM															A	3.8	24	326	1755	163	28	163	42	42	37	16	105	77	16	16	28	17	49	327	215	1188	802
SAT. 8.28A 2 NBC CN															B	3.8	23	326	1634	179	49	209	118	150	80	50	54	131	57	88	106	54	25	172	79	1122	753
ONE TO GROW ON-8:58AM															A	5.4	26	464	1664	263	76	263	65	132	138	110	88	95	12	52	62	50	33	253	170	1053	770
SAT. 8.58A 2 NBC CN															B	5.1	24	438	1734	231	53	231	108	160	99	81	56	118	37	78	89	53	29	215	108	1170	814
ONE TO GROW ON-10:28AM															A	8.5	31	730	1625	168	63	214	130	180	139	75	9	56	25	38	38	13	18	449	363	906	489
SAT. 10.28A 2 NBC CN															B	8.0	29	687	1622	230	97	280	178	219	147	76	47	122	72	91	91	37	21	257	176	963	530
ONE TO GROW ON-11:28AM															A	8.3	30	713	1957	299	129	391	286	348	182	72	33	247	165	165	90	57	65	476	292	843	540
SAT. 11.28A 2 NBC CN															B	7.4	27	636	1788	270	99	323	212	250	161	74	61	195	133	147	93	39	43	346	203	924	590
ONE TO GROW ON-11:58AM															A	6.2	22	533	2045	374	176	423	366	390	212	57	19	356	274	296	88	82	54	316	185	950	652
SAT. 11.58A 2 NBC CN															B	5.3	19	455	1949	332	135	366	240	277	175	93	80	345	279	300	109	52	43	260	137	978	643
ROCK N WRESTLING(B)															A	4.5	17	387	1695	180	113	303	69	159	159	90	144	207	80	207	207	127	LT	294	55	891	691
1 SAT. 10.00A 60 CBS CA															A	4.5	17	387	1669	220	119	310	80	181	181	101	129	180	70	180	180	110	LT	215	51	964	710
10.00 - 10.30															A	4.6	17	395	1678	137	104	294	57	136	136	79	158	223	85	223	223	138	LT	361	56	800	654
10.30 - 11.00																																					
ROCK N WRESTLING															A	5.7	21	490	1488	383	74	383	151	234	171	181	122	261	75	128	145	141	102	22	LT	822	633
2 SAT. 10.00A 60 CBS CA															B	5.4	20	464	1824	314	84	336	206	267	177	95	64	212	92	137	125	76	56	317	106	959	676
10.00 - 10.30															A	5.2	19	447	1631	394	50	394	201	275	154	139	106	295	135	187	202	119	90	47	LT	895	688
10.30 - 11.00															A	6.2	22	533	1355	372	92	372	109	201	184	215	136	225	19	73	99	157	107	LT	LT	758	584
SCOOBY'S MYSTERY FUNHOUSE															A	3.6	14	309	1249	288	143	333	169	210	181	79	97	246	191	191	32	35	55	233	68	437	213
SAT. 11.00A 30 ABC CA															B	4.1	15	352	1361	267	80	318	141	208	179	104	94	174	107	122	71	41	52	230	137	639	351
SEIKO TUCSON GOLF-SAT(S)															A	1.0	3	86	535	93	LT	93	LT	LT	LT	93	291	LT	105	105	81	186	LT	LT	151	LT	
2 SAT. 1.00P 121 ABC SE																																					
1.00 - 1.30															A	1.4	5	120	333	50	LT	50	LT	LT	LT	50	200	LT	LT	LT	LT	166	LT	LT	83	LT	
1.30 - 2.00															A	8	3	69	377	116	LT	116	LT	LT	LT	116	203	LT	LT	LT	LT	145	LT	LT	LT	LT	
2.00 - 2.30															A	8	3	69	304	17	LT	17	LT	LT	LT	17	218	LT	LT	LT	LT	160	LT	LT	86	LT	
2.30 - 3.00															A	1.0	3	86	1081	197	LT	197	LT	LT	LT	197	501	LT	256	256	302	245	LT	LT	383	LT	
SEIKO TUCSON GOLF-SAT(S)															A	1.4	3	120	1075	550	242	583	141	141	117	209	358	467	51	51	LT	133	416	LT	LT	LT	LT
2 SUN. 3.00P 120 ABC SE																																					
3.00 - 3.30															A	1.1	3	94	851	426	128	426	149	149	LT	128	277	425	53	53	LT	138	372	LT	LT	LT	LT
3.30 - 4.00															A	1	3	112	1036	545	233	581	169	169	116	197	331	437	44	44	LT	126	393	LT	LT	LT	LT
4.00 - 4.30															A	1	3	120	1217	650	284	692	150	150	158	241	425	491	41	41	LT	125	450	LT	LT	LT	LT
4.30 - 5.00															A	1	4	146	1158	582	315	630	102	102	171	268	404	501	69	69	35	136	432	LT	LT	LT	LT

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1985 R1P0N1

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 0-11									
WEEKEND DAYTIME CONT'D																																				
SMURFS I						6	201	202	A	6.1	26	524	1561	238^	76^	270	106^	192^	157^	105^	59^	131^	38^	60^	67^	51^	64^	286	174^	874	555					
SAT.						9.00A	30	NBC CA		99	99	B	6.2	26	533	1558	241	63			252	137	191	136	86	48	157	65	106	112	56	45	224	130	925	593
SMURFS II						6	201	202	A	7.4	29	636	1566	226	49^	254	117^	177^	154^	82^	55^	94^	37^	47^	55^	36^	39^	337	223	881	540					
SAT.						9.30A	30	NBC CA		99	99	B	7.9	30	679	1593	234	72			263	149	193	141	70	59	153	81	107	102	45	40	236	145	941	602
SMURFS III						6	201	202	A	8.9	33	765	1637	176^	73^	208	117^	161^	129^	65^	26^	65^	24^	39^	39^	22^	26^	454	370	910	496					
SAT.						10.00A	30	NBC CA		99	99	B	8.6	32	739	1601	226	89			264	155	195	136	75	56	127	71	92	91	43	24	258	185	952	531
SNORKS						6	189	192	A	2.9	20	249	1683	148^	28^	148^	39^	39^	20^	LT	104^	77^	LT	LT	20^	LT	57^	285^	177^	1173	812					
SAT.						8.00A	30	NBC CA		96	96	B	2.8	19	241	1578	174	47			197	109	134	74	49	55	106	36	62	77	48	29	171	65	1104	746
SPIDERMAN AND FRIENDS						6	133	134	A	4.5	15	387	1470	260^	178^	260^	107^	134^	106^	139^	126^	157^	86^	116^	141^	55^	16^	389	212^	664	401					
SAT.						12.30P	30	NBC CA		76	75	B	3.8	13	326	1612	272	178			334	104	195	166	183	126	143	64	97	95	73	30	297	121	838	470
SPORTSBEAT						3	70		A	.6	2	52	1212^	191^	LT	191^	191^	191^	LT	LT	LT	597^	LT	424^	462^	597^	135^	424^	289^	LT	LT					
1 SUN.						12.30P	30	ABC SC		51		B	.7	2	60	884	169	LT			170	117	117	LT	LT	LT	598	80	275	286	465	312	116	79	LT	LT
SUNDAY MORNING						5	171	171	A	5.0	19	430	1256	656	253^	742	214^	335	276^	306^	350	414	125^	195^	244^	178^	170^	21^	LT	79^	54^					
SUN.						9.00A	90	CBS N		92	96	B	4.7	19	404	1170	628	239			714	155	308	297	325	352	397	89	179	211	182	186	LT	LT	51	29
9.00 - 9.30									A	4.4	19	378	1299	698	246^	828	214^	359	301^	310^	403	426	71^	196^	225^	220^	201^	LT	LT	45^	LT					
9.30 - 10.00									A	5.2	20	447	1172	659	261^	733	228^	356	256^	298^	331	418	127^	197^	254^	179^	164^	21^	LT	LT	LT	LT				
10.00 - 10.30									A	5.3	18	455	1327	641	254^	702	210^	310	288^	324	326	402	170^	194^	247^	136^	155^	40^	LT	183^	149^					
SUPERPOWERS TEAM						6	197	196	A	4.7	17	404	1559	290^	67^	332^	139^	221^	184^	112^	111^	174^	118^	140^	87^	22^	34^	436	108^	617	389					

SAT	10.00A	30	ABC	CA	97	96	B	4.5	17	387	1521	225	73	249	88	183	186	134	51	193	100	137	107	54	49	331	113	748	511	
13 GHOSTS OF SCOOBY-DOO					6	199	198	A	4.4	16	378	1476	455	153	506	296	373	241	96	133	145	114	114	46	LT	31	232	116	593	376
SAT.	10.30A	30	ABC	CA	97	96	B	4.2	15	361	1546	326	111	388	189	272	209	122	111	151	97	127	96	44	23	265	124	742	477	
THIS WEEK-DAVID BRINKLEY					3	187		A	4.0	11	344	1244	578	120	578	67	143	187	177	391	569	144	337	354	210	215	97	49	LT	LT
1 SUN.	11.30A	60	ABC	N	98		B	3.9	12	335	1282	547	147	560	90	141	134	158	389	604	117	271	292	315	290	53	17	65	39	
11.30 - 12.00							A	3.9	12	335	1209	564	149	564	101	149	191	152	373	562	132	335	347	215	215	83	35	LT	LT	
12.00 - 12.30							A	4.2	12	361	1230	573	83	573	31	127	171	193	402	557	155	330	350	195	207	100	58	LT	LT	
THIS WK-DAVID BRINKLEY(B)					112		A	2.0	5	172	994	500	134	552	52	180	128	192	372	442	198	221	268	104	174	LT	LT	LT	LT	
2 SUN.	1.31P	60	ABC	N	75		A	2.1	5	180	1017	536	133	545	39	184	145	206	361	472	194	239	272	150	200	LT	LT	LT	LT	
1.30 - 2.00							A	1.9	5	163	975	497	135	564	68	178	110	177	386	411	196	196	257	61	154	LT	LT	LT	LT	
2.00 - 2.30																														
WIZZLES					6	199	198	A	3.9	20	335	1809	320	27	320	132	185	135	119	134	159	43	67	67	43	92	106	44	1224	785
SAT.	8.30A	30	CBS	CA	96		B	4.1	21	352	1821	242	68	261	150	180	134	67	70	155	62	106	106	49	49	158	33	1247	821	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 14, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

U.S. TV Households 85,900,000

For explanation of symbols, see page A

EVE. MON. OCT. 21, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.15, 1985

W  
E  
E  
K  
1TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %W  
E  
E  
K  
2TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV  
(See Def. 1)WK 1  
WK 260.6  
60.961.7  
62.263.8  
64.266.0  
66.966.5  
67.667.5  
68.668.5  
69.068.8  
70.067.8  
70.167.3  
69.164.4  
67.563.0  
67.760.7  
61.161.8  
62.6U.S. TV Households: 85,900,000  
(1) WORLD SERIES PRE GAME #3, ABC, (8:00-8:23PM)(S)

For explanation of symbols, See page A

EVE.TUE. OCT.22, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					22,330 26.0		20,620 24.0		21,300 24.8				12,370 14.4			
WHO'S THE BOSS?																
GROWING PAINS																
MOONLIGHTING																
OUR FAMILY HONOR (SD)																
AVERAGE AUDIENCE (Households (000) & %)					19,240 22.4		18,040 21.0		16,660 19.4				8,680 10.1			
SHARE OF AUDIENCE %					35		31		28				16			
AVG. AUD. BY ¼ HR. %					21.3	23.5	21.3	20.7	20.1	19.9	19.3	18.4	11.1	10.0	9.8	9.7
TOTAL AUDIENCE (Households (000) & %)					11,680 13.6				23,540 27.4							
HOMETOWN (SD)																
CBS TUESDAY NIGHT MOVIES PROMISES TO KEEP (SD)																
AVERAGE AUDIENCE (Households (000) & %)					6,790 7.9				16,320 19.0							
SHARE OF AUDIENCE %					12				29							
AVG. AUD. BY ¼ HR. %					7.2	6.8	8.1	9.4	15.2	17.6	18.0	18.5	20.6	21.0	20.7	20.4
TOTAL AUDIENCE (Households (000) & %)					33,070 38.5											
AMER. LEAGUE CHAMP GM 6 KANSAS CITY VS TORONTO (8:13-11:30PM)(SD) (S)(OP)(-OP)																
AVERAGE AUDIENCE (Households (000) & %)					17,950 20.9	16.3*		19.6*		20.7*		20.7*		22.4*		22.7*
SHARE OF AUDIENCE %					32	26 *		30 *		30 *		30 *		34 *		35 *
AVG. AUD. BY ¼ HR. %					15.5	16.5	19.0	20.1	20.9	20.4	20.4	21.0	22.5	22.3	22.5	22.9
TOTAL AUDIENCE (Households (000) & %)					15,630 18.2	37,370 43.5										
WORLD SERIES GAME #3 KANSAS CITY VS ST. LOUIS (8:23-11:36PM)(OP)(-OP)																
AVERAGE AUDIENCE (Households (000) & %)					13,570 15.8	21,820 25.4										
SHARE OF AUDIENCE %					26	38		22.5*		26.4*		27.7*		26.8*		27.4*
AVG. AUD. BY ¼ HR. %					15.2	18.5	21.2	23.8	26.0	26.7	27.6	27.9	27.0	26.6	27.8	26.9
TOTAL AUDIENCE (Households (000) & %)					16,840 19.6				21,050 24.5							
DAFFY DUCK SPECIAL FANTASTIC ISLAND (SD)																
CBS TUESDAY NIGHT MOVIES PICKING UP THE PIECES (SD)																
AVERAGE AUDIENCE (Households (000) & %)					11,510 13.4	13.1*		13.7*		14,600 17.0		16.4*		18.0*		18.0*
SHARE OF AUDIENCE %					20	20 *		20 *		25		24 *		27 *		28 *
AVG. AUD. BY ¼ HR. %					13.4	12.8	13.5	13.9	15.0	16.1	16.4	16.4	17.8	18.1	18.2	17.9
TOTAL AUDIENCE (Households (000) & %)					21,220 24.7				18,300 21.3				15,890 18.5			
A TEAM (SD)																
RIPTIDE (SD)																
REMINGTON STEELE																
AVERAGE AUDIENCE (Households (000) & %)					17,010 19.8	19.1*		20.5*		14,520 16.9		17.1*		13,060 15.2		15.0*
SHARE OF AUDIENCE %					30	29 *		30 *		24		25 *		23		23 *
AVG. AUD. BY ¼ HR. %					17.5	20.7	20.8	20.2	16.7	16.9	17.3	16.9	15.3	15.3	15.1	14.9

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.16, 1981

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		17,440 20.3		21,900 25.5		18,980 22.1			
	ABC TV		INSIDERS (SD)		DYNASTY (SD)		HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)		12,200 14.2		17,700 20.6		15,030 17.5		17.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		22 12.7		31 19.4		28 18.0		28*	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		14,520 16.9		12,110 14.1		11,850 13.8		15,810 18.4	
	CBS TV		STIR CRAZY (SUS-SD)		CHARLIE & COMPANY		GEORGE BURNS COMEDY (SD)		EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)		9,620 11.2		10,480 12.2		10,390 12.1		12,370 14.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		18 10.7		18 11.6		18 12.0		23 14.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		36,080 42.0				AMER. LEAGUE CHAMP GM 7 KANSAS CITY VS TORONTO (8:13-11:28PM) (S)(OP)(SD)(C-OP)			
	NBC TV									
	AVERAGE AUDIENCE (Households (000) & %)		19,840 23.1		21.2* 34*		23.1* 35*		24.3* 36*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		36 17.5		31 18.5		23.5 23.8		25.7* 39*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		35,480 41.3				WORLD SERIES GAME #4 KANSAS CITY VS ST. LOUIS (8:13-10:55PM) (S)(OP)(SD)			
	ABC TV									
	AVERAGE AUDIENCE (Households (000) & %)		21,300 24.8		21.8* 34*		26.1* 39*		27.7* 41*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		38 17.0		30 18.3		26.1 26.1		27.9* 42*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		12,110 14.1		11,680 13.6		11,340 13.2		15,290 17.8	
	CBS TV		STIR CRAZY (SJS SD)		CHARLIE & COMPANY		GEORGE BURNS COMEDY (SD)		EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)		9,110 10.6		9,880 11.5		9,530 11.1		11,080 12.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		16 10.3		17 11.0		17 11.1		21 12.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		19,590 22.8		18,120 21.1		18,120 21.1			
	NBC TV		HIGHWAY TO HEAVEN (SD)		HELL TOWN		ST ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)		16,240 18.9		14,000 16.3		14,000 16.3		16.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		29 17.7		24 16.0		25 16.3		25*	

TV HOUSEHOLDS USING TV	WK 1	54.4	54.7	54.1	59.0	61.1	62.9	64.4	66.3	67.1	67.9	67.7	67.2	64.8	63.5	61.2	59.0
(See Def 1)	WK 2	54.4	54.0	53.4	61.6	63.2	64.2	65.3	66.9	67.0	67.7	67.3	66.6	64.5	64.4	61.7	59.3

U.S. TV Households 85,900,000

For explanation of symbols, See page A

EVE.WED. OCT.23, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.17, 1985

		TIME																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	8,590 10.0				11,770 13.7				16,920 19.7				20/20				
	ABC TV	FALL GUY				LADY BLUE (SD)												
	AVERAGE AUDIENCE (Households (000) & %)	5,930 6.9	6.7*			7.0*	10.0	9.4*		10.5*	13,140 15.3	15.8*	14.7*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11 7.0	11*	7.1	7.0	11*	15 9.4	14*	10.2	16*	25 15.5	25*	25*	15.5	14.0			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	17,010 19.8				20,790 24.2				20,870 24.3				KNOTS LANDING				
	CBS TV	MAGNUM, P.I. (SD)				SIMON & SIMON (SD)												
	AVERAGE AUDIENCE (Households (000) & %)	12,800 14.9	13.1*			16.6*	17,010 19.8	19.2*		20.3*	17,350 20.2	20.4*	20.1*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23 12.6	21*	16.2	17.0	25*	30 18.9	29*	20.2	31*	33 20.4	32*	34*	20.3	20.5	19.7		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	29,290 34.1				26,110 30.4				21,820 25.4				18,120 21.1				
	NBC TV	BILL COSBY SHOW				FAMILY TIES (SD)				CHEERS				NIGHT COURT				
	AVERAGE AUDIENCE (Households (000) & %)	26,710 31.1				24,140 28.1	20,190 23.5			18,300 21.3	14,170 16.5	17.0*	16.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	49 29.7	32.4	28.1	28.0	43	36 23.5	33	23.6	33	27 17.2	27*	27*	16.8	16.1	15.9		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	39,510 46.0																
	ABC TV									WORLD SERIES GAME #5 KANSAS CITY VS ST. LOUIS (8:13-11:24PM) (S(COP)(SD)(-CP)								
	AVERAGE AUDIENCE (Households (000) & %)	21,390 24.9	16.2*			22.1*	24.5*			26.7*	27.7*	28.2*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	38 14.5	26*	21.2	23.0	33*	36*	26.2	27.3	39*	40*	42*	28.4					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	16,410 19.1				19,930 23.2				19,500 22.7				KNOTS LANDING				
	CBS TV	MAGNUM, P.I. (SD)				SIMON & SIMON (SD)												
	AVERAGE AUDIENCE (Households (000) & %)	12,200 14.2	13.0*			15.3*	15,550 18.1	17.5*		18.7*	16,240 18.9	18.7*	19.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	21 12.5	19*	15.2	15.5	22*	26 17.4	25*	18.6	27*	29 18.4	28*	30*	19.1	19.2	18.8		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	27,920 32.5				25,000 29.1				20,100 23.4				17,520 20.4				
	NBC TV	BILL COSBY SHOW				FAMILY TIES (SD)				CHEERS				NIGHT COURT (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	24,910 29.0				22,940 26.7	17,950 20.9			15,720 18.3	14,600 17.0	17.1*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	43 27.2	30.8	26.6	26.7	39	30 21.2	26	20.7	26	26	26*	17.5	16.5				
TV HOUSEHOLDS USING TV		WK 1	54.1	57.6	58.1	58.8	62.7	64.8	65.2	65.6	65.7	66.2	65.9	65.1	63.2	62.8	60.6	58.0
(See Def. 1)		WK 2	54.1	57.1	58.4	60.5	65.9	68.3	68.4	69.9	69.0	69.1	69.0	69.1	66.6	65.6	64.7	62.6
U.S. TV Households: 85,900,000																		

For explanation of symbols, See page A

EVE.THU. OCT.24, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 18, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES		TIME																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,310 15.5	11,510 13.4		11,000 12.8		10,220 11.9		9,530 11.1					
	ABC TV					WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		BENSON (SD)		SPENSER: FOR HIRE				
	AVERAGE AUDIENCE (Households (000) & %)					11,340 13.2		10,310 12.0		9,450 11.0		8,930 10.4		7,470 8.7		8.4*		9.1*
	SHARE OF AUDIENCE %					23		20		18		17		15		14*		16*
WEEK 2	AVG. AUD. BY ¼ HR. %					12.9		12.2		10.8		10.5		8.4		8.9		9.2
	TOTAL AUDIENCE (Households (000) & %)					17,270 20.1				22,510 26.2				17,610 20.5				
	CBS TV					TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST				
	AVERAGE AUDIENCE (Households (000) & %)					12,630 14.7				19,160 22.3				15,290 17.8				
WEEK 3	SHARE OF AUDIENCE %					14.1*				21.6*				23.1*				
	AVG. AUD. BY ¼ HR. %					25				36				37*				
	TOTAL AUDIENCE (Households (000) & %)					14,350 16.7				13,740 16.0				20,790 24.2				
	NBC TV					KNIGHT RIDER (SD)				MISFITS OF SCIENCE (SD)				MIAMI VICE				
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)					11,250 13.1				10,480 12.2				17,090 19.9				
	SHARE OF AUDIENCE %					12.6*				12.0*				12.4*				
	AVG. AUD. BY ¼ HR. %					23				20				34				
	TOTAL AUDIENCE (Households (000) & %)					10,710 14.8				12,630 14.7				11,250 13.1				
WEEK 5	ABC TV					WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		BENSON (SD)		SPENSER: FOR HIRE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					10,910 12.7		11,000 12.8		9,880 11.5		9,620 11.2		7,730 9.0				
	SHARE OF AUDIENCE %					22		22		19		18		15				
	AVG. AUD. BY ¼ HR. %					12.4		13.0		11.5		11.0		9.1				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					17,270 20.1				23,450 27.3				17,950 20.9				
	CBS TV					TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST				
	AVERAGE AUDIENCE (Households (000) & %)					12,460 14.5				19,500 22.7				15,380 17.9				
	SHARE OF AUDIENCE %					13.9*				21.7*				23.7*				
WEEK 7	AVG. AUD. BY ¼ HR. %					25				37				38*				
	TOTAL AUDIENCE (Households (000) & %)					14,600 17.0				15,380 17.9				21,130 24.6				
	NBC TV					KNIGHT RIDER (SD)				MISFITS OF SCIENCE				MIAMI VICE				
	AVERAGE AUDIENCE (Households (000) & %)					10,390 12.1				11,000 12.8				17,010 19.8				
TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %					11.3*				12.5*				13.0*				
	AVG. AUD. BY ¼ HR. %					21				21				21*				
	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16		
	56.7	57.4	58.2	59.4	60.1	61.1	62.0	61.6	59.2	60.0	60.0	60.0	60.0	60.0	60.0	60.0		
U.S. TV Households: 85,000,000		55.7	57.4	58.8	59.9	61.6	62.0	62.4	62.2	62.0	62.4	62.2	62.0	62.0	62.0	62.0		

For explanation of symbols, See page A

EVE. FRI. OCT. 25, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 19, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14,090 31,780  
16.4 37.0  
(1)  
(50)  
(-50)

WORLD SERIES GAME #1  
KANSAS CITY VS ST. LOUIS  
(8:25-11:23PM) (00)

12,280 18,980  
14.3 22.1  
26 37  
13.7 16.4 18.9 20.7

19.8\* 22.0\* 23.3\* 23.0\* 23.2\*  
34\* 36\* 37\* 37\* 38\*  
22.1 21.9 23.2 23.4 23.1 22.9 23.1 23.2

TOTAL AUDIENCE  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14,260  
16.6  
AIRWOLF  
(50)

17,010  
19.8

CBS SATURDAY NIGHT MOVIE  
AGATHA CHRISTIE'S THIRTEEN AT DINNER  
(50)

10,910  
12.7 12.2\*  
21 21\*  
11.7 12.6 13.1 13.4

11,000  
12.8 13.1\* 13.4\* 12.7\* 12.1\*  
21 21\* 21\* 21\* 21\*  
13.2 13.0 13.6 13.2 13.0 12.4 12.2 12.1

TOTAL AUDIENCE  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

15,290  
17.8  
GIMME A BREAK

15,630  
18.2  
FACTS OF LIFE  
(50)

18,040  
21.0  
GOLDEN GIRLS

16,150  
18.8  
227

16,410  
19.1  
HUNTER

12,710  
14.8 14.170  
25 16.5  
13.8 15.9 16.1 16.9

15,890  
18.5 16.7 15.2 14.7\* 15.6\*  
30 27 26 25\* 27\*  
18.0 19.0 16.7 16.7 14.7 14.7 15.8 15.5

TOTAL AUDIENCE  
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

35,730  
41.6  
(2)

WORLD SERIES GAME #6  
ST. LOUIS VS KANSAS CITY  
(8:15-11:28PM)  
(50) (00) (50)

20,790  
24.2 16.4\*  
41 31\*  
15.1 16.5 19.5 20.5

21.8\* 23.9\* 26.8\* 29.3\*  
36\* 39\* 43\* 47\*  
21.8 23.0 24.8 26.0 27.5 28.7 30.0

TOTAL AUDIENCE  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

12,970  
15.1  
AIRWOLF  
(50)

16,860  
19.4

CBS SATURDAY NIGHT MOVIE  
CHILDREN OF THE NIGHT  
(50)

9,450  
11.0 10.5\*  
19 19\*  
10.2 10.0 11.6 11.5

11,080  
12.9 12.1\* 13.0\* 13.2\* 13.2\*  
21 20\* 21\* 22\* 22\*  
12.1 12.1 13.1 12.9 13.4 13.1 13.4 13.1

TOTAL AUDIENCE  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

15,720  
18.3  
GIMME A BREAK

15,720  
18.3  
FACTS OF LIFE  
(50)

18,040  
21.0  
GOLDEN GIRLS

16,060  
18.7  
227

14,170  
16.5  
HUNTER

12,800  
14.9 14,090  
27 16.4  
13.9 16.0 16.0 16.9

16,150  
18.8 16.7 13.2 13.0\* 13.5\*  
31 27 22 22\* 23\*  
18.3 19.4 16.8 16.6 12.7 13.2 13.5 13.5

TV HOUSEHOLDS USING TV	WK. 1	50.0	52.3	52.8	54.8	57.7	58.7	59.3	60.8	61.8	62.1	62.2	62.6	60.5	59.3	58.2	57.7
(See Def. 1)	WK. 2	49.1	50.2	51.2	52.3	53.8	56.0	57.8	59.0	60.3	60.7	61.1	61.4	60.3	60.1	59.7	58.8

U.S. TV Households: 85,900,000

(1) WORLD SERIES PRE GAME #1, ABC, (8:00-8:22PM) (5)

A-13 (2) CFA COLLEGE FOOTBALL POST, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE. SAT. OCT. 26, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.19, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

(1)

3,260  
3.8ABC WEEKEND  
REPORT-SAT.  
(11:57-12:12AM)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

23.1\*

3,090  
3.6

SHARE OF AUDIENCE %

41 \*

10

AVG. AUD. BY ¼ HR. %

23.8

21.7

3.8

3.6

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)10,910  
12.7SATURDAY NIGHT  
(11:30-12:47AM)  
(SUSTAINING 12:47-1:00AM)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)6,360  
7.4

8.1\*

7.5\*

6.2\*

SHARE OF AUDIENCE %

21

20 \*

22 \*

22 \*

AVG. AUD. BY ¼ HR. %

8.3

7.8

7.6

7.3

6.3

5.9

TOTAL AUDIENCE  
(Households (000) & %)

(2)

3,090  
3.6ABC WEEKEND  
REPORT-SAT.  
(11:57-12:12AM)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

28.3\*

3,010  
3.5

SHARE OF AUDIENCE %

49 \*

10

AVG. AUD. BY ¼ HR. %

33.2

21.7

3.7

3.4

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)9,790  
11.4DAVID LETTERMAN-SPECIAL  
(11:30-12:48AM)  
(SUSTAINING 12:48-1:00AM)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)5,070  
5.9

6.7\*

5.8\*

4.7\*

SHARE OF AUDIENCE %

17

16 \*

17 \*

16 \*

AVG. AUD. BY ¼ HR. %

6.8

6.6

5.9

5.7

4.7

4.7

TV HOUSEHOLDS USING TV WK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
(See Def. 1)	51.0	48.1	42.3	39.4	35.6	31.9	28.6	26.2	22.3	20.1	17.5	15.6	13.8	12.6	11.0	10.0								
	50.5	48.7	42.8	38.6	34.4	32.0	29.2	26.2	23.4	21.1	18.6	16.5	14.7	13.1	12.0	10.8								

U.S. TV Households: 85,900,000

(1)WORLD SERIES GAME #1, KANSAS CITY VS ST. LOUIS, ABC, (8:22-11:23PM)(S)

A-15 (2)WORLD SERIES GAME #6, ST. LOUIS VS KANSAS CITY, ABC, (8:13-11:26PM)(S)

For explanation of symbols, See page A.

EVE.SAT. OCT.26, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE	{		14,090			35,130										
(Households (000) & %)	{		16.4			40.9										

## ABC TV

AVERAGE AUDIENCE	{		8,420			19,930												
(Households (000) & %)	{		9.8	8.9*		23.2	16.8*		20.7*		23.4*		24.6*		25.1*	26.0*		
SHARE OF AUDIENCE	{		16	15 *		35	26 *		31 *		34 *		35 *		37 *	39 *		
AVG. AUD. BY ¼ HR.	{		8.3	9.6	9.8	11.5	15.8	16.9	20.0	21.4	22.9	23.8	24.7	24.5	25.3	24.9	25.2	26.8

← RIPLEY'S BELIEVE IT-NOT (SD) →

WORLD SERIES GAME #2  
KANSAS CITY VS ST. LOUIS  
(8:14-11:17PM)  
(5)(OP)(SD)

W

E

E

K

1

## CBS TV

TOTAL AUDIENCE	{		23,880			25,250			18,980			14,770		
(Households (000) & %)	{		27.8			29.4			22.1			17.2		

← 60 MINUTES →

MURDER, SHE WROTE (SD)

← CRAZY LIKE A FOX (SD) →

← TRAPPER JOHN, M.D. →

## NBC TV

AVERAGE AUDIENCE	{		16,840			20,440			15,200			11,940						
(Households (000) & %)	{		19.6	18.2*		23.8	22.9*		17.7	17.9*		13.9	13.9*	13.8*				
SHARE OF AUDIENCE	{		31	30 *		35	34 *		26	26 *		25	21 *	23 *				
AVG. AUD. BY ¼ HR.	{		17.3	19.2	20.8	21.3	21.9	23.8	25.0	24.4	18.0	17.8	17.9	17.1	13.9	13.9	14.0	13.6

NFL FOOTBALL GAME 2-NBC (1)  
M.Y. JETS VS NEW ENGLAND PATRIOTS (OP)  
SEATTLE VS DENVER  
(4:34-7:40PM)(-OP)

AMAZING STORIES

ALFRED HITCHCOCK PRESENTS (SD)

NBC SUNDAY NIGHT MOVIE  
I DREAM OF JEANNIE: 15 YEARS LATER (SD)

TOTAL AUDIENCE	{		17,520			43,120										
(Households (000) & %)	{		20.4			50.2										

## ABC TV

AVERAGE AUDIENCE	{		11,510			28,000												
(Households (000) & %)	{		13.4	12.9*		32.6	24.9*		30.1*		35.1*		34.8*		35.3*	32.5*		
SHARE OF AUDIENCE	{		21	20 *		47	36 *		42 *		49 *		48 *		50 *	48 *		
AVG. AUD. BY ¼ HR.	{		12.4	13.4	14.3	13.7	22.2	25.2	29.2	31.0	34.4	35.8	34.7	34.8	35.1	35.5	33.2	31.8

← RIPLEY'S BELIEVE IT-NOT (SD) →

WORLD SERIES GAME #7  
ST. LOUIS VS KANSAS CITY  
(8:13-11:14PM)  
(5)(OP)(SD)

W

E

E

K

2

## CBS TV

TOTAL AUDIENCE	{		28,090			23,620			18,210			14,950		
(Households (000) & %)	{		32.7			27.5			21.2			17.4		

← 60 MINUTES (7:12-8:12PM) (OP)(-OP) →

← MURDER, SHE WROTE (8:12-9:12PM) (SD)(OP)(-OP) →

← CRAZY LIKE A FOX (9:12-10:12PM) (SD)(OP)(-OP) →

← TRAPPER JOHN, M.D. (10:12-11:12PM) (OP)(-OP) →

## NBC TV

AVERAGE AUDIENCE	{		7,130			9,450			12,370			12,370			14,770		
(Households (000) & %)	{		8.3			11.0			14.4			14.4			17.2		
SHARE OF AUDIENCE	{		13			18			20			20			26		
AVG. AUD. BY ¼ HR.	{		6.3			11.7			14.0			14.8			14.1		

ALFRED HITCHCOCK PRESENTS (SD)

NBC SUNDAY NIGHT MOVIE  
CRIME OF INNOCENCE

TV HOUSEHOLDS USING TV WK 1	59.3	61.9	61.7	64.5	65.9	67.9	69.2	69.6	69.4	69.7	69.5	68.3	66.5	64.7	64.7	59.8
(See Def. 1) WK. 2	65.3	66.1	67.2	68.6	70.2	72.2	72.1	72.5	71.1	70.5	70.0	68.5	66.4	65.1	64.7	59.5

U.S. TV Households: 85,900,000  
(1) NFL FOOTBALL POST 2-NBC, NBC, (7:48-8:00PM)

For explanation of symbols, See page A



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 20, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)		{		3,010 3.5												
ABC TV		{		(1)		ABC WEEKEND REPORT-SUN. (11:36-11:51PM)										
AVERAGE AUDIENCE (Households (000) & %)		{		22.0*		2,660 3.1										
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		38 *		11										
W		{		23.0		3.3										
E		{		14.8		2.9										
E		{		4,640												
CBS TV		{		5.4												
K		{		4,470												
1		{		5.2												
TOTAL AUDIENCE (Households (000) & %)		{		10		940 1.1										
NBC TV		{		5.2												
AVERAGE AUDIENCE (Households (000) & %)		{		10		940 1.1										
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		5.2		4 1.1										
TOTAL AUDIENCE (Households (000) & %)		{		3,180												
ABC TV		{		(2)		3.7 ABC WEEKEND REPORT-SUN.										
AVERAGE AUDIENCE (Households (000) & %)		{		31.1*		3,180 3.7										
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		50 *		14										
W		{		31.1		3.7										
E		{		3,870												
CBS TV		{		4.5												
K		{		3,690												
2		{		4.3												
TOTAL AUDIENCE (Households (000) & %)		{		4.6		770 .9										
NBC TV		{		4.3												
AVERAGE AUDIENCE (Households (000) & %)		{		4		770 .9										
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		4.6		3 .9										

TV HOUSEHOLDS USING TV	WK 1	41.1	41.0	40.4	40.6	26.2	23.1	19.8	16.1	15.6	14.1	12.3	10.3	9.0	8.5	7.1	6.1
(See Def. 1)	WK 2	41.1	41.0	40.4	40.6	26.4	22.8	19.8	17.5	15.0	13.0	10.9	9.9	8.9	8.5	7.8	6.0

U.S. TV Households: 85,900,000

(1) WORLD SERIES GAME #2, KANSAS CITY VS ST. LOUIS, ABC, (8:14-11:17PM) (S)

A-19 (2) WORLD SERIES GAME #7, ST. LOUIS VS KANSAS CITY, ABC, (8:13-11:14PM) (S)

For explanation of symbols: See page A

EVE. SUN. OCT. 27, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 14 14, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,490 2.9	2,230 2.6		3,350 3.9		4,120 4.8		8,420 9.8				8,330 9.7			
	ABC TV		THREE'S A CROWD DAYTIME	ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,060 2.4	1,890 2.2		2,660 3.1		3,520 4.1		6,530 7.6				6,100 7.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		10 2.4	9 2.5		12 2.2	3.1	16 4.0	4.2	27 6.7	7.2* 26 *	8.1* 28 *		6.9* 25 *	7.1		7.3* 27 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,360 7.4	7,820 9.1				8,850 10.3		6,870 8.0				4,810 5.6			
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,500 6.4	6,790 7.9				6,530 7.6	7.5*	5,150 6.0	6.0*			4,210 4.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		27 6.0	33 6.7				29 7.4	30 *	21 6.0	21 *			22 *	4.9		5.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,700 7.8	4,720 5.5		3,870 4.5		2,750 3.2		6,530 7.6				5,070 5.9			
	NBC TV		WHEEL OF FORTUNE	SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (T.H.F)(OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 6.7	4,210 4.9		3,350 3.9		2,320 2.7		5,070 5.9	5.7*			3,870 4.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		28 6.6	20 6.8		15 3.9	4.0	10 2.6	2.7	20 5.6	20 *	6.1* 21 *		17 4.5	4.4	4.7	4.5* 17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,410 2.8	2,230 2.6		3,280 3.8		4,120 4.8		8,500 9.9				8,420 9.8			
	ABC TV		THREE'S A CROWD DAYTIME	ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,060 2.4	1,890 2.2		2,750 3.2		3,610 4.2		6,530 7.6	7.1*			6,440 7.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		10 2.4	9 2.5		13 3.2	3.4	16 4.1	4.4	27 6.8	26 *	8.0* 29 *		26 7.3	7.3	7.5	7.7* 29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,270 7.3	7,390 8.6				8,850 10.3		6,960 8.1				4,980 5.8			
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.5	6,530 7.6				6,610 7.7	7.6*	5,330 6.2	6.3*			4,380 5.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		24 6.5	32 7.5				30 7.5	30 *	23 6.3	23 *			23 *	5.1		5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,640 5.4		3,350 3.9		2,490 2.9		6,870 8.0				4,900 5.7			
	NBC TV		WHEEL OF FORTUNE	SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{		4,040 4.7		3,010 3.5		2,150 2.5		5,500 6.4	6.3*			3,690 4.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.			20 4.8	4.6	14 3.5	3.5	10 2.5	2.4	23 6.2	23 *	6.5* 23 *		16 4.4	4.3	4.2	4.2*
TV HOUSEHOLDS USING TV WK 1			21.0	21.7	23.7	24.2	25.9	26.7	26.5	27.1	28.0	28.8	28.5	28.6	27.7	27.8	27.3
(See Def. 1)			21.0	21.8	23.5	24.1	25.7	26.3	25.8	26.2	27.3	27.6	27.6	27.6	26.7	26.8	26.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 21-25, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)	{	10,050 11.7														10,480 12.2
ABC TV		GENERAL HOSPITAL → (S)(OP)														ABC WORLD NEWS TONIGHT

AVERAGE AUDIENCE (Households (000) & %)	{	7,650 8.9	8.7*		9.0*											8,850 10.3
SHARE OF AUDIENCE %		29	29 *		28 *											19
AVG. AUD. BY ¼ HR. %		8.6	8.9	9.2	8.9											10.1 10.6

W

E

E

K

I

TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3				1,980 2.3										12,710 14.8
CBS TV		GUIDING LIGHT → BODY LANGUAGE (SD)(SUS-SD)														CBS EVENING NEWS- RATHER

AVERAGE AUDIENCE (Households (000) & %)	{	5,500 6.4	6.3*		6.4*	1,630 1.9										10,910 12.7
SHARE OF AUDIENCE %		21	21 *		20 *	6										24
AVG. AUD. BY ¼ HR. %		6.1	6.5	6.6	6.3	1.8 1.9										12.4 12.9

TOTAL AUDIENCE (Households (000) & %)	{	3,610 4.2														10,140 11.8
NBC TV		SANTA BARBARA → (S)(OP) (TUTMF)(S)(OP) (SUS-OP)														NBC NIGHTLY NEWS →(S)(OP)

AVERAGE AUDIENCE (Households (000) & %)	{	2,750 3.2	3.1*		3.2*											8,930 10.4
SHARE OF AUDIENCE %		11	11 *		11 *											21
AVG. AUD. BY ¼ HR. %		3.2	3.1	3.1	3.3											9.9 10.9

TOTAL AUDIENCE (Households (000) & %)	{	10,050 11.7														9,790 11.4
ABC TV		GENERAL HOSPITAL → (S)(OP)														ABC WORLD NEWS TONIGHT

AVERAGE AUDIENCE (Households (000) & %)	{	7,650 8.9	8.7*		9.1*											8,500 9.9
SHARE OF AUDIENCE %		31	31 *		31 *											20
AVG. AUD. BY ¼ HR. %		8.5	8.8	9.2	9.1											9.8 10.2

W

E

E

K

2

TOTAL AUDIENCE (Households (000) & %)	{	6,790 7.9				1,800 2.1										12,030 14.0
CBS TV		GUIDING LIGHT → BODY LANGUAGE → (S)(OP) (SD)(SUS-SD)														CBS EVENING NEWS- RATHER

AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.2	6.0*		6.4*	1,550 1.8										10,390 12.1
SHARE OF AUDIENCE %		21	22 *		21 *	6										23
AVG. AUD. BY ¼ HR. %		5.9	6.1	6.4	6.4	1.7 1.9										12.0 12.2

TOTAL AUDIENCE (Households (000) & %)	{	3,050 4.6														10,480 12.2
NBC TV		SANTA BARBARA →														NBC NIGHTLY NEWS

AVERAGE AUDIENCE (Households (000) & %)	{	2,920 3.4	3.2*		3.5*											9,110 10.6
SHARE OF AUDIENCE %		12	11 *		12 *											20
AVG. AUD. BY ¼ HR. %		3.3	3.1	3.4	3.6											10.5 10.7

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	29.5	31.2	32.6	33.1	32.6	34.1	35.5	37.2	38.9	41.1	43.0	45.3	48.4	51.2	52.7	53.9
U.S. TV Households: 85,900,000	WK. 2	27.8	28.9	30.2	31.3	30.5	32.1	33.6	35.7	37.1	39.1	41.8	44.5	47.7	50.1	52.2	54.4

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 19, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				3,180 3.7		5,240 6.1		5,070 5.9		4,980 5.8		4,900 5.7		5,500 6.4		
	ABC TV	{				BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOPY-DOO		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,490 2.9		4,120 4.8		4,380 5.1		4,300 5.0		4,210 4.9		4,380 5.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				19 2.4	3.4	25 4.6	4.9	23 5.0	5.2	21 4.9	5.0	19 4.8	5.1	19 5.1	5.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				3,610 4.2		4,120 4.8		6,530 7.6				5,760 6.7				
	CBS TV	{				BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING(B)				
	AVERAGE AUDIENCE (Households (000) & %)	{				2,750 3.2		3,350 3.9		4,210 4.9	4.5*		5.3*	3,870 4.5	4.5*		4.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				21 2.9	3.5	20 3.7	4.2	21 4.3	20 *	22 *	5.4	17 4.4	17 *	4.9	17 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{				2,320 2.7		4,300 5.0		5,760 6.7		6,870 8.0		8,420 9.8		7,820 9.1		
	NBC TV	{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER		
	AVERAGE AUDIENCE (Households (000) & %)	{				1,890 2.2		3,350 3.9		4,550 5.3		5,580 6.5		7,300 8.5		6,790 7.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				15 1.9	2.5	20 3.5	4.4	23 5.2	5.5	27 6.3	6.7	33 8.5	8.5	29 7.6	8.1	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{				2,320 2.7		3,870 4.5		4,640 5.4		4,470 5.2		4,470 5.2		4,300 5.0		
	ABC TV	{				BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOPY-DOO		
	AVERAGE AUDIENCE (Households (000) & %)	{				1,800 2.1		3,010 3.5		3,690 4.3		3,690 4.3		3,780 4.4		3,180 3.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				15 1.9	2.4	18 3.2	3.7	18 4.2	4.4	16 4.2	4.3	16 4.3	4.5	13 3.6	3.9	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{				2,830 3.3		3,870 4.5		7,220 8.4				7,560 8.8				
	CBS TV	{				BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING				
	AVERAGE AUDIENCE (Households (000) & %)	{				2,060 2.4		3,260 3.8		5,150 6.0	5.5*		6.5*	4,900 5.7	5.2*		6.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				18 2.1	2.8	20 3.4	4.1	23 5.1	23 *	24 *	6.6	21 5.2	19 *	6.4	22 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{				3,610 4.2		5,500 6.4		7,040 8.2		8,250 9.6		9,280 10.8		7,470 8.7		
	NBC TV	{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER		
	AVERAGE AUDIENCE (Households (000) & %)	{				3,010 3.5		4,470 5.2		5,930 6.9		7,040 8.2		7,990 9.3		6,530 7.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				26 3.1	3.9	27 4.8	5.7	29 6.5	7.2	30 7.9	8.5	34 9.3	27 9.2	27 7.8	7.3	
TV HOUSEHOLDS USING TV		WK 1	7.3	8.6	10.0	12.0	15.4	17.9	19.6	21.4	22.3	23.4	24.7	25.3	25.9	26.7	26.9	27.4
(See Def. 1)		WK 2	7.1	8.8	10.8	13.0	14.7	17.2	19.4	21.5	23.8	25.8	27.3	29.0	29.0	28.8	28.8	28.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY SAT. OCT. 26, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 19, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,120 4.8	4,040 4.7	5,150 6.0	3,870 4.5	← AMERICAN BANDSTAND →									
	ABC TV		SCOOBY'S MYSTERY FURNITURE (SD)	LITTLES	ABC WEEKEND SPECIALS VELVETEN RABBIT											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 3.9	3,350 3.9	4,210 4.9	2,060 2.4	2.4*					2.3*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 4.0	14 3.8	16 4.1	8 2.6	8*	2.1	2.2	2.6		7*				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,040 4.7	3,260 3.8	15,810 18.4	← CBS COLLEGE FOOTBALL PURDUE VS OHIO STATE (12:04-3:48PM) (SD) →										
	CBS TV		CBS STORYBREAK (B) VEN-BREW	DUNGEONS & DRAGONS (B) (SD)												
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 3.9	2,830 3.3	4,900 5.7	4.1*	4.5*	5.0*	5.0*	5.9*	6.3*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 3.8	12 4.1	18 3.5	14*	15*	16*	16*	18*	18*	5.7	6.0	6.1	6.4	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,820 9.1	6,360 7.4	5,930 6.9	4,980 5.8	← MR. T SPIDERMAN AND FRIENDS →									
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)												
	AVERAGE AUDIENCE (Households (000) & %)	{	6,870 8.0	5,410 6.3	4,980 5.8	4,210 4.9										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	29 8.2	22 7.8	20 6.6	16 6.1	5.7	5.8	4.8	5.0						
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	3,780 4.4	3,610 4.2	4,210 4.9	2,580 3.0	3,180 3.7	← SEIKO TUCSON GOLF-SAT (1:00-3:01PM) (SD) →								
	ABC TV		SCOOBY'S MYSTERY FURNITURE (SD)	LITTLES(B)	ABC WEEKEND SPECIALS BAD CAT	AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{	2,830 3.3	3,180 3.7	3,350 3.9	2,060 2.4	860 1.0	1.4*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 3.5	13 3.0	19 4.1	8 2.3	3	5*	.8*	.8*	1.0*					
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,300 5.0	3,010 3.5	2,320 2.7	3,350 3.9	9,530 11.1	← NBA ON CBS SPECIAL PHILADELPHIA VS NEW YORK (1:00-3:38PM) →								
	CBS TV		CBS STORYBREAK- SAT (B) MURDER PRIME	DUNGEONS & DRAGONS (B) (SD)	LAND OF LOST (B) (SD)	CHARLIE BROWN & SNOOPY (B) (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 3.9	2,490 2.9	1,800 2.1	2,580 3.0	3,690 4.3	4.3*	3.9*	4.4*	4.5*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 3.9	10 4.0	7 2.8	10 2.7	14 4.1	15*	13*	15*	14*	4.0	4.4	4.4	4.5	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	8,080 10.1	7,300 8.5	5,240 6.1	4,040 4.7	← MR. T SPIDERMAN AND FRIENDS →									
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)												
	AVERAGE AUDIENCE (Households (000) & %)	{	7,130 8.3	6,100 7.1	4,470 5.2	3,520 4.1										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	30 8.0	25 8.6	18 7.5	14 6.7	5.2	5.2	4.0	4.1						

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. OCT. 26, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,320 12,630 (1) (-OP)															4,810 5.6
	ABC TV	← CFA COLLEGE FOOTBALL GAME → MIAMI VS OKLAHOMA TEXAS VS ARKANSAS MULTI-SEGMENT TELECAST(OP)(-OP)															CFA COLLEGE FOOTBALL POST (8:37-7:00PM)(OP)
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,060 4,380 2.4 5.1 3.9* 4.6* 4.2* 5.5* 6.2* 6.8* 5.0															4,300
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 7 13 11* 13* 11* 14* 15* 15* 11 5.0															5.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 21,900 25.5															
	CBS TV	← CBS COLLEGE FOOTBALL → PURDUE VS OHIO STATE (12:04-3:48PM)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,530 11.1 10.4* 11.1* 10.8* 11.2* 11.5* 12.4*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 28* 30* 27* 27* 25* 26* 12.2 12.5															
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 10,390 12.1															
	NBC TV	← NBC NIGHTLY NEWS-SAT. →															
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,420 9.8 20 9.3 10.4															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 9.3 10.4															
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 3,950 13,080 4.6 15.2															6,270 7.3
	ABC TV	← CFA COLLEGE FOOTBALL GAME → COLORADO VS NEBRASKA WEST VIRGINIA VS PENN STATE MULTI-SEGMENT TELECAST(OP)(-OP)															CFA COLLEGE FOOTBALL POST (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,260 4,640 3.8 5.4 5.8* 5.8* 5.1* 5.3* 5.6* 4,120															4,120
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 12 15 18* 18* 15* 15* 15* 4.8 4.7* 11* 4.8															4.8
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 17,700 20.6															
	CBS TV	← CBS COLLEGE FOOTBALL → OHIO STATE VS MINNESOTA (3:36-7:03PM)(OP)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,040 8.2 5.1* 6.0* 7.3* 8.2* 9.0* 10.3* 10.6*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 16* 18* 22* 24* 24* 25* 24* 10.4 10.4 10.8															
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 9,530 11.1															
	NBC TV	← NBC NIGHTLY NEWS-SAT. →															
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,330 9.7 21 9.6 9.8															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 9.6 9.8															

TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
(See Def. 1)		36.8	37.4	37.4	37.6	37.8	38.5	39.0	39.4	40.8	42.3	44.1	45.8	48.0	48.8	49.4	50.3
		37.1	37.7	38.4	39.0	39.7	40.3	41.0	41.7	43.0	44.3	46.0	47.7	49.0	49.7	50.1	50.9

U.S. TV Households: 85,900,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:23PM)

(2) CFA COLLEGE FOOTBALL-PRE, ABC, (3:01-3:23PM)

(3) NBA ON CBS SPECIAL, PHILADELPHIA VS NEW YORK, CBS, (1:00-3:36PM)(S)

For explanation of symbols See page A

DAY SAT. OCT. 26, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

7,300																2,580
8.5																3.0
SUNDAY MORNING																
																FACE THE NATION
3,520																2,060
4.1	3.4*								4.3*				4.5*			2.4
17	17 *								18 *				16 *			8
3.0	3.8			4.4				4.3		4.3			4.8		2.5	2.4

TOTAL AUDIENCE {  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

9,190																9,180
10.7																3.7
SUNDAY MORNING																
																FACE THE NATION
4,980																2,410
5.8	5.4*								6.0*				6.0*			2.8
20	20 *								21 *				20 *			8
5.2	5.7			5.8				6.3		6.0			5.9		2.9	2.7

TOTAL AUDIENCE {  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

RELIGIOUS SERIES  
(000)

TV HOUSEHOLDS USING TV WK. 1	WK. 2	WK. 3	WK. 4	WK. 5	WK. 6	WK. 7	WK. 8	WK. 9	WK. 10	WK. 11	WK. 12	WK. 13	WK. 14	WK. 15	WK. 16	WK. 17	WK. 18	WK. 19	WK. 20
(See Def. 1)																			

U.S. TV Households: 85,900,000

For explanation of symbols see page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 20, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

5,240  
6.1  
← THIS WEEK-DAVID BRINKLEY →  
600  
.7  
SPORTSBEAT

3,440  
4.0  
11  
3.6  
3.9\*  
12\*  
4.1  
4.2  
4.1  
4.2\*  
12\*  
520  
.6  
2  
.6

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

7,390  
8.6  
CBS NFL TODAY  
28,260  
32.9  
CBS NFL FOOTBALL GAME 1  
VARIOUS TEAMS AND TIMES-  
MULTI-SEGMENT TELECAST  
6,010  
7.0  
22  
6.5  
14,520  
16.9  
41  
11.7  
13.0\*  
35\*  
14.3  
16.4  
16.8\*  
42\*  
17.2  
17.5  
16.7  
17.8  
17.0\*  
40\*  
17.9\*  
43\*  
18.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

2,060  
2.4  
MEET THE PRESS  
6,180  
7.2  
NFL '85-NBC  
20,360  
23.7  
NFL FOOTBALL GAME 1-NBC  
VARIOUS TEAMS AND TIMES-  
MULTI-SEGMENT TELECAST  
1,720  
2.0  
7  
1.9  
4,550  
5.3  
16  
2.1  
4.6  
6.0  
7,730  
9.0  
21  
5.7  
6.1\*  
16\*  
6.4  
7.4  
7.8\*  
19\*  
8.2  
8.5  
8.8\*  
21\*  
9.3  
8.3  
8.0\*  
19\*  
7.9

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

NEW YORK CITY MARATHON  
(10:30-1:31PM)  
(-OP)

2,750  
3.2  
← THIS WK-DAVID BRINKLEY(B) →  
(1:31-2:31PM)(OP)

4.2\*  
15\*  
4.3  
4.1  
4.8  
4.7\*  
16\*  
4.7  
5.4  
5.6\*  
18\*  
5.8  
6.0  
6.3\*  
18\*  
6.7  
5.4  
4.8\*  
12\*  
4.1  
2.2  
2.0  
1.9  
1.8  
1.5  
1,720  
2.0  
5  
2.1\*  
5\*  
1.9\*  
5\*  
1.9

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

7,040  
8.2  
CBS NFL TODAY  
29,460  
34.3  
CBS NFL FOOTBALL GAME 1  
VARIOUS TEAMS AND TIMES-  
MULTI-SEGMENT TELECAST  
5,240  
6.1  
18  
5.5  
6,010  
7.0  
NFL '85-NBC  
23,880  
27.8  
NFL FOOTBALL GAME 1-NBC  
VARIOUS TEAMS AND TIMES-  
MULTI-SEGMENT TELECAST  
14,260  
16.6  
40  
13.1  
14.0\*  
36\*  
14.8  
15.8  
16.1\*  
40\*  
16.5  
16.5  
16.8\*  
41\*  
17.1  
17.4  
16.8\*  
41\*  
16.2

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

2,060  
2.4  
8  
2.3  
2.5  
4.5  
5.7  
9.0  
10.7  
11.5  
11.3  
12.2  
12.5  
12.5  
13.1  
10,820  
12.6  
31  
9.8\*  
25\*  
11.4\*  
29\*  
12.3\*  
30\*  
12.8\*  
31\*  
12.8\*

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1) WK 2

U.S. TV Households 85,900,000

For explanation of symbols See page A

DAY SUN. OCT. 27, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																	6,610 7.7 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	5,500 6.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																	12 6.2 6.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,970 15.1			7,900 9.2						6,960 8.1			
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					8,590 10.0			3,610 4.2						5,760 6.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18.3* 43 *			3.9* 9 *				4.1* 9 *		4.5* 9 *			13 6.1 7.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					8.9* 21 *			17.6 39 *						17.6* 37 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					8.9 9.0			17.6 17.2						17.7 17.2			18.2
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{																	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					1.4 3 *			1.7* 4 *									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					1.1 1.1			1.6 1.6									
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{																	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					17.1* 41 *			13.8* 30 *						14.1* 26 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17.4 17.8			13.7 13.7						14.4 14.0			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					14.5* 33 *			4.4 10						5.330 6.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					14.2 14.8			3.9 4.6						6.0 6.3			
TV HOUSEHOLDS USING TV			WK. 1	42.6	42.1	42.1	42.6	5.8	45.7	45.3	45.2	5.9	45.8	45.4	50.6	2.0	52.9	52.3	52.8
(See Def. 1)			WK. 2	41.4	42.4	43.6	42.4	3.8	44.1	45.5	47.0	8.3	49.8	51.3	51.1	7.6	59.4	60.6	62.8

U.S. TV Households: 85,900,000  
(1) NFL FOOTBALL POST-NBC(B), NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. OCT. 27, 1985



A-31 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8:58-8:59PM	8.45	9,110	10.6	9,110	10.6	16	10.6		12,280	14.3	12,280	14.3	23	14.3	
ABC NFL MONDAY NIGHT FOOTBALL	1	9:00-11:57PM	9.00	31,780	37.0	16,240	18.9	29			34,620	40.3	18,040	21.0	35		
	2	9:00-12:27AM	+GRID														
		11:00							19.9							19.0	
		11:15					19.4*	32*	19.0					18.9*	34*	18.7	
		11:30							18.4							19.0	
		11:45					16.7*	35*	14.5					18.1*	38*	17.2	
		12:00														16.1	
		12:15												15.4*	37*	14.7	
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8:58-8:59PM	8.45														
CBS COUNTRY MUSIC AWARDS(S)	1	9:30-11:12PM	+GRID	24,910	29.0	16,750	19.5	30									
		11:00					19.1*	33*	19.1								
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	2	8:07-8:08PM	8.00								12,630	14.7	12,630	14.7	25	14.7	
ABC WORLD SERIES PRE GAME #3(S)	2	8:00-8:23PM	+GRID								15,630	18.2	13,570	15.8	26		
		8:15														16.8	
ABC WORLD SERIES GAME #3(S)	2	8:23-11:36PM	+GRID								37,370	43.5	21,820	25.4	38		
		11:00														25.1	
		11:15												24.2*	40*	23.4	
EVENING WEDNESDAY																	
ABC ABC NEWSBRIEF-TUE	1	10:16-10:17PM	10.15	7,040	8.2	7,040	8.2	13	8.2					21.0*	43*	21.0	
NBC AMER. LEAGUE CHAMP GM 6(S)	1	8:13-11:30PM	+GRID	33,070	38.5	17,950	20.9	32									
		11:00							22.1								
		11:15					22.2*	38*	22.2								
NBC AMER. LEAGUE CHAMP PRE 6(S)	1	8:00-8:13PM	+GRID	12,800	14.9	12,800	14.9	25									
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-WED	2	8:07-8:08PM	8.00								12,710	14.8	12,710	14.8	25	14.8	
ABC WORLD SERIES PRE GAME #4(S)	2	8:00-8:13PM	+GRID								14,350	16.7	13,740	16.0	27		
ABC ABC BUSINESS BRIEF-WED	1	8:58-8:59PM	8.45	11,850	13.8	11,850	13.8	21	13.8								
ABC ABC NEWSBRIEF-WED	1	9:58-9:59PM	9.45	13,830	16.1	13,830	16.1	24	16.1								
CBS AMERICAN PORTRAIT SUS(SUS)		8:58-8:59PM	8.45														
NBC AMER. LEAGUE CHAMP GM 7(S)	1	8:13-11:26PM	+GRID	36,080	42.0	19,840	23.1	36									
		11:00							24.0								
		11:15					23.2*	41*	22.2								
NBC AMER. LEAGUE CHAMP PRE 7(S)	1	8:00-8:13PM	+GRID	14,350	16.7	14,350	16.7	29									
EVENING FRIDAY																	
ABC ABC NEWSBRIEF-THU	2	8:06-8:07PM	8.00								10,570	12.3	10,570	12.3	20	12.3	
ABC WORLD SERIES GAME #5(S)	2	8:13-11:24PM	+GRID								39,510	46.0	21,390	24.9	38		
		11:00														28.1	
		11:15												24.9*	42*	19.5	
ABC WORLD SERIES PRE GAME #5(S)	2	8:00-8:13PM	+GRID								11,680	13.6	11,600	13.5	22		
ABC ABC NEWSBRIEF-THU	1	9:58-9:59PM	9.45	8,330	9.7	8,330	9.7	15	9.7								

21.0\* 43\* 21.0

14.8

28.1

19.5

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.43- 8.44PM	8.30	9,110	10.6	9,110	10.6	18	10.6								
	2	8.44- 8.45PM	8.30							10,310	12.0	10,310	12.0	20	12.0		
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	6,960	8.1	6,960	8.1	13	8.1	7,300	8.5	7,300	8.5	14	8.5		
CBS AMERICAN PORTRAIT SUS.(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC AB NEWSBRIEF-SAT.		8.07- 8.08PM	8.00	11,170	13.0	11,170	13.0	24	13.0	11,170	13.0	11,170	13.0	25	13.0		
ABC WORLD SERIES PRE GAME #1(S)	1	8.00- 8.22PM	-GRID 8.15	14,090	16.4	12,280	14.3	26	15.6								
ABC WORLD SERIES PRE GAME #6(S)	2	8.00- 8.13PM	-GRID							12,370	14.4	11,680	13.6	27			
CBS CBS COLLEGE FOOTBALL	2	3.36- 7.03PM	-GRID 7.00							17,700	20.6	7,040	8.2	22	10.0		
CBS CBS COLLEGE FOOTBALL GM 2	1	3.46- 7.05PM	-GRID 7.00	21,900	25.5	9,530	11.1	27	11.1								
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	9,960	11.6	9,960	11.6	19	11.6	8,930	10.4	8,930	10.4	18	10.4		
CBS NEWSBREAK-SAT.	1	9.54- 9.56PM	9.45	8,760	10.2	8,680	10.1	16	10.1								
	2	9.58- 9.59PM	9.45							9,020	10.5	9,020	10.5	17	10.5		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,910	12.7	10,910	12.7	21	12.7	10,570	12.3	10,570	12.3	21	12.3		
NBC NBC NEWS DIGEST-2-SAT.																	
	2	9.58- 9.59PM	9.45							9,620	11.2	9,620	11.2	18	11.2		
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN		7.58- 7.59PM	7.45	10,740	12.5	10,740	12.5	20	12.5	12,110	14.1	12,110	14.1	22	14.1		
ABC ABC NEWSBRIEF-SUN.	1	8.08- 8.09PM	8.00	12,370	14.4	12,370	14.4	23	14.4								
	2	8.07- 8.08PM	8.00							15,120	17.6	15,120	17.6	26	17.6		
ABC WORLD SERIES PRE GAME #2(S)	1	8.00- 8.14PM	-GRID	13,400	15.6	12,970	15.1	24									
ABC WORLD SERIES PRE GAME #7(S)	2	8.00- 8.13PM	-GRID							16,490	19.2	16,240	18.9	28			
CBS CBS NFL FOOTBALL GAME 2	2	4.24- 7.11PM	-GRID 7.00							27,140	31.6	12,030	14.0	28			
												17.5*	29*	17.3			
CBS 60 MINUTES	2	7.12- 8.12PM	-GRID 8.00							28,090	32.7	19,070	22.2	33			
												23.7*	34*	23.7			
CBS MURDER, SHE WROTE	2	8.12- 9.12PM	-GRID 9.00							23,620	27.5	18,120	21.1	29			
												21.5*	30*	21.5			
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	16,490	19.2	16,490	19.2	28	19.2								
CBS CRAZY LIKE A FOX	2	9.12- 10.12PM	-GRID 10.00							18,210	21.2	14,770	17.2	25			
												16.2*	24*	16.2			
CBS SPORTSBREAK-SUN	2	9.10- 9.11PM	9.00							15,200	17.7	15,200	17.7	24	17.7		
CBS NEWSBREAK-SUN.	1	9.58- 9.59PM	9.45	9,360	10.9	9,360	10.9	16	10.9								
		10.10-10.11PM	10.00							9,620	11.2	9,620	11.2	17	11.2		
CBS TRAPPER JOHN, M.D.	2	10.12- 11.12PM	-GRID 11.00							14,950	17.4	11,340	13.2	21			
												13.2*	24*	13.2			
NBC NFL FOOTBALL GAME 2-NBC	1	4.14- 7.48PM	-GRID 7.45	30,490	35.5	15,120	17.6	35	16.8								
								18.2*	30*								
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	9,710	11.3	9,710	11.3	16	11.3	7,820	9.1	7,820	9.1	13	9.1		

A-41 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																			
NBC NBC NEWS DIGEST-2-SUN.	1	9.58- 9.59PM	9.45	14,950	17.4	14,950	17.4	26	17.4										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	5,930	6.9	4,550	5.3	14	6.0 4.7 4.0	TU-F TU-F TU-TH		5,330	6.2	3,950	4.6 4.7* 3.7*	12 13* 11*	5.3 4.2 3.5	W & F W & F W & F	
ABC ABC NEWS:NIGHTLINE TH(B)	2	11.55-12.25AM	11.45 12.00 12.15									4,980	5.8	4,040	4.7	16	5.7 4.9 3.8	THU. THU. THU.	
ABC ABC NEWS:NIGHTLINE-FRI(B)	1	12.00-12.18AM	12.00 12.15	3,260	3.8	3,180	3.7	11	3.7 3.2	FRI. FRI.									
ABC ABC NEWS:NIGHTLINE-TU(B)	2	12.07-12.37AM	12.00 12.15 12.30									4,640	5.4	3,520	4.1	15	4.9 3.9 3.6	TUE. TUE. TUE.	
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30 12.45 2.15 2.30	1,290	1.5	1,030	1.2	6	1.2 1.0 1.1 1.4 1.1 1.2	TU-F TU&TH TU-TH TU-TH FRI. FRI.		1,290	1.5	940	1.1	6	1.1 1.2 1.2 1.3 1.2 1.1	W-F W&TH W&TH W&TH FRI. FRI.	
ABC ABC NEWS:NIGHTLINE-MON	1	12.28-12.58AM	2.45 12.15 12.30 12.45	4,640	5.4	3,690	4.3	19	1.1 4.9 4.5 4.0	FRI. MON. MON. MON.									
	2	1.05- 1.35AM	1.00 1.15 1.30									4,300	5.0	3,440	4.0	22	4.6 3.8 3.6	MON. MON. MON.	
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	11,850	13.8	11,850	13.8	21	13.8	TU&TH		12,970	15.1	12,970	15.1	22	15.1	MTUTH	
CBS NEWSBREAK-M-F		>	9.45 10.00 10.30	13,310	15.5	13,400	15.6	24	14.0 16.5 18.6	M-F TUE. MON.		11,080	12.9	11,080	12.9	19	12.9	M-F	
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30 12.45	6,610	7.7	4,380	5.1 5.3* 5.1 5.0*	17 15* 18*	5.6 5.1 5.1 4.9 4.8 4.4	M-F M-F M-F M-F M-F M-F		6,440	7.5	4,210	4.9 5.3* 4.8* 4.3*	16 15* 17* 19*	5.5 5.0 4.8 4.4	M-F M-F M-F M-F	
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00 1.15 1.30	3,520	4.1	2,580	3.0 3.4* 2.9 2.8*	17 17* 18*	3.8 3.1 2.9 2.7 2.1	M-F M-F M-F M-F MON.		3,350	3.9	2,580	3.0 3.2* 2.8*	15 15* 16*	3.4 3.0 2.9 2.8	M-F M-F M-F M-F	
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1			2.00 2.15	1,120	1.3	940	1.1	13	1.2 1.1	M-THSU M-THSU		1,120	1.3	940	1.1	12	1.1 1.1	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-2	2	10 1.00AM	1.00	1,120	1.3	940	1.1	16	1.2	M-THSU		1,120	1.3	1,030	1.2	16	1.2	M-THSU	
CONT'D			2.30																

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D			2.45						1.1	M-THSU						1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-2-CONT'D			3.00	1,550	1.8	860	1.0	22	1.1	M-THSU	1,720	2.0	940	1.1	22	1.4	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.15				1.1*	19*	1.0	M-THSU				1.3*	21*	1.2	M-THSU
			3.30						1.0	M-THSU						1.2	M-THSU
			3.45				1.0*	21*	1.0	M-THSU				1.2*	23*	1.2	M-THSU
			4.00						1.0	M-THSU						1.2	M-THSU
			4.15				1.0*	23*	.9	M-THSU				1.2*	25*	1.2	M-THSU
			4.30						1.0	M-THSU						1.1	M-THSU
			4.45				1.0*	24*	1.0	M-THSU				1.1*	25*	1.1	M-THSU
			5.00						.9	M-THSU						1.1	M-THSU
			5.15				.9*	22*	.9	M-THSU				1.1*	26*	1.1	M-THSU
			5.30						.9	M-THSU						1.0	M-THSU
			5.45				.9*	21*	.8	M-THSU				.9*	20*	.9	M-THSU
NBC NBC NEWS DIGEST-M-F	1	>	8.00	11,850	13.8	11,850	13.8	22	14.6	M-F	9,880	11.5	9,880	11.5	17	11.5	M-F
	2	8.58- 8.59PM	8.45						13.3	MTHF						12.0	TU&TH
NBC NBC NEWS DIGEST-2-M-F		>	9.45	11,000	12.8	11,000	12.8	20	10.2	M & F	10,310	12.0	10,310	12.0	17		
			10.00						15.4	MON.							
NBC TONIGHT SHOW		>	11.30	10,310	12.0	6,530	7.6	24	8.9	MWTHF	9,450	11.0	5,760	6.7	20	7.7	M-F
			11.45				8.4*	22*	8.1	MWTHF				7.4*	20*	7.1	M-F
			12.00						7.9	MWTHF						6.5	M-F
			12.15				7.2*	25*	6.6	MWTHF				5.9*	20*	5.5	M-F
			12.30						6.4	WED.							
NBC DAVID LETTERMAN I	1	>	12.45	4,120	4.8	3,440	4.0	19	5.7	WED.							
			12.00						5.3	M-TH							
	2	12.30- 1.00AM	12.15						4.8	TUE.	3,690	4.3	3,010	3.5	17	3.8	M-TH
			12.30						4.3	M-TH						3.3	M-TH
			12.45						3.8	M-TH							
			1.00						3.8	WED.							
NBC DAVID LETTERMAN II	1	>	1.15	2,830	3.3	2,490	2.9	19	3.2	WED.							
			12.30						3.7	M-TH							
			12.45						3.4	TUE.							
			1.00						2.9	M-TH							
			1.15						2.7	M-TH							
			1.30						2.9	WED.							
			1.45						2.5	WED.							
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,610	7.7	3,350	3.9	20	5.4	FRI.	6,440	7.5	2,920	3.4	16	5.1	FRI.
			12.45				4.9*	20*	4.5	FRI.				4.7*	18*	4.3	FRI.
			1.00						3.7	FRI.						3.6	FRI.
			1.15				3.7*	19*	3.6	FRI.				3.3*	15*	2.9	FRI.
			1.30						3.5	FRI.						2.4	FRI.
			1.45				3.2*	20*	2.8	FRI.				2.4*	14*	2.3	FRI.
NBC DAVID LETTERMAN II	2	1.00- 1.30AM	1.00								2,920	3.4	2,320	2.7	17	2.9	M-TH
			1.15													2.5	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,290	1.5	1,200	1.4	16	1.4	M-F	1,550	1.8	1,460	1.7	19	1.7	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,060	2.4	1,890	2.2	18	2.2	M-F	2,230	2.6	1,980	2.3	17	2.3	M-F

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY MONDAY-FRIDAY-CONT'D																			
ABC GOOD MORN-AMER THU-730(B)	2	7.30- 7.49AM	7.30 7.45																
ABC REAGAN U.N. ADDRESS-ABC(SUS)	2	10.10-10.49AM	10.00																
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	2.45	6,530	7.6	6,610	7.7	28	7.6	M-F									
	2	2.58- 2.59PM	2.45																
ABC ABC AFTERSCHOOL SPEC.(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45																
ABC ABC NOTEBOOK(S)	1	4.00- 4.30PM	4.00 4.15	3,520	4.1	2,750	3.2	9	3.5 2.9	WED. WED.									
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,890	2.2	1,460	1.7	18	1.6 1.8	M-F M-F									
CBS CBS NEWS SPCL REPORT(SUS)	2	10.10-10.45AM	10.00																
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,670	6.6	5,500	6.4	26	6.4	M-F									
CBS NEWSBREAK-3.44		>	3.30 3.45	5,410	6.3	5,410	6.3	20	6.1 6.4	M-F M-F									
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,550	5.3	4,550	5.3	16	5.3	MWF									
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.									
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.									
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15																
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,660	3.1	1,980	2.3	19	1.9 2.7	M-F M-F									
NBC REAGAN U.N. ADDRESS-NBC(SUS)	2	10.00-11.00AM	10.00																
NBC ANOTHER WORLD-MO(B)	1	2.00- 3.00PM	2.00 2.15 2.30 2.45	5,670	6.6	3,870	4.5	14	5.0 5.0 3.9 3.9	MON. MON. MON. MON.									
NBC ANOTHER WORLD-WE(B)	1	2.00- 3.00PM	2.00 2.15 2.30 2.45	4,980	5.8	3,180	3.7	14	4.0 4.2 3.2 3.4	WED. WED. WED. WED.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,440	4.0	3,440	4.0	14	4.0	FRI.									
NBC NBC-DIGEST-DAYTIME-MON(B)	1	2.57- 2.58PM	2.45	4,640	5.4	4,640	5.4	17	5.4	MON.									
NBC NBC-DIGEST-DAYTIME-WED(B)	1	2.57- 2.58PM	2.45	2,830	3.3	2,830	3.3	12	3.3	WED.									
NBC NAT'L LEAGUE CHAMP GM 6(S)	1	3.00- 6.50PM	3.00 3.15 3.30 3.45 4.00 4.15 4.30	25,860	30.1	11,680	13.6	36	6.3 6.9* 8.7 9.1* 11.1 12.0 13.2	WED. WED. WED. WED. WED. WED. WED.									

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
NBC NAT'L LEAGUE CHAMP GM 6(S)-CONT'D				4.45			13.3*	37*	13.5	WED.							
				5.00					14.4	WED.							
				5.15			14.7*	38*	15.1	WED.							
				5.30					16.8	WED.							
				5.45			17.0*	40*	17.2	WED.							
				6.00					17.8	WED.							
				6.15			18.8*	39*	19.9	WED.							
				6.30					20.5	WED.							
				6.45			19.4*	38*	16.0	WED.							
NBC NAT'L LEAGUE CHMP GM-5(SUS)				3.00						MON.							
NBC NAT'L LEAGUE CHAMP GM 5(S)				3.45	25,000	29.1	13,060	15.2	35	9.8	MON.						
				4.00					11.1	MON.							
				4.15			11.6*	32*	12.0	MON.							
				4.30					13.0	MON.							
				4.45			13.2*	34*	13.4	MON.							
				5.00					14.6	MON.							
				5.15			15.1*	36*	15.6	MON.							
				5.30					16.2	MON.							
				5.45			16.3*	36*	16.5	MON.							
				6.00					17.6	MON.							



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																			
CBS NBA ON CBS SPECIAL(S)	2	1.00- 3.36PM	+GRID 3.30									9,530	11.1	3,690	4.3	14 4.0*	12*	4.0	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,580	3.0	2,410	2.8	17	2.8		4,210	4.9	4,120	4.8	32		4.8		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,380	5.1	4,210	4.9	24	4.9		5,410	6.3	4,980	5.8	28		5.8		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,960	8.1	6,870	8.0	30	8.0		7,900	9.2	7,650	8.9	32		8.9		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,960	8.1	6,700	7.8	28	7.8		7,730	9.0	7,560	8.8	31		8.8		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,500	6.4	5,410	6.3	22	6.3		5,410	6.3	5,240	6.1	21		6.1		
DAY SUNDAY																			
ABC NEW YORK CITY MARATHON(S)	2	10.30- 1.31PM	+GRID 1.30								12,200	14.2	4,210	4.9	15		3.3		
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 3.56PM	+GRID	28,260	32.9	14,520	16.9	41			29,460	34.3	14,260	16.6	40				
	2	1.00- 4.10PM	+GRID 3.45 4.00 4.15 4.30				18.9* 5.9*	42* 13*	14.4 5.7 2.7 <<							11.8* 27*	11.7		
CBS CBS NFL FOOTBALL POST	1	3.49- 4.22PM	+GRID 4.30	12,970	15.1	8,590	10.0	22	<<										